

# Where do you live?

...in the city?...in the country?...in the suburbs?

*There is a Sears catalog shopping service planned just for you!*

You see on this page a brief description of our various catalog shopping services. It will pay you to make sure you are familiar with what each one offers in the way of convenience and time-saving. If you do not have your own copy of Sears catalog, just write to the address below and we will send you one.

And remember, no matter how you shop from Sears catalogs..by mail..by phone..in person..you can use Sears Easy Terms. It's the convenient way to have fall and winter things *when* you want them.



## **Shop at Sears Catalog Sales Office**

Visit or phone a Sears Catalog Sales Office for the best in catalog shopping service. Our Offices have special catalogs, circulars, sample and swatch books and merchandise displays to help with your shopping. Sales people will help you measure, will write and mail your order for you. You save postage and money order fees. If you pick up orders at the Office you save on delivery charges, too. See pages 1480, 1481 for Office locations.



## **Shop at home by Phone**

If pages 1477 to 1481 list a Sears catalog telephone shopping service for your area, make a note of the number. Use it often for the quickest, most convenient way to shop. Simply give our phone clerk the catalog number, description and price of merchandise you want. Order on Sears Easy Terms if you wish. Have your order delivered or arrange pick-up at nearest Sears location and save still more time and money.



## **Shop at home by Mail**

You can take your time and relax shopping in this store that never closes. Study illustrations and descriptions you can trust. Choose exactly what you want from the more than 100,000 items Sears catalogs offer. You'll find broad assortments and wide selections of goods in every price range, in the newest types of merchandise as well as in familiar items. List your choices on a Sears order blank and mail to us. See page 1482.



## **Shop at Sears retail store Catalog Sales Departments**

Every Sears retail store has a catalog order department where you can place catalog orders in person or by phone. You get the benefit of low catalog prices and you also will find here many of the services offered by Sears Catalog Sales Offices. Next time you are in a Sears store, visit the Catalog Sales Department. You'll see how simple it is to get all your shopping done quickly at Sears. See page 1477.

**FALL AND WINTER • 1956**

**SEARS, ROEBUCK AND CO., 925 S. Homan Ave., Chicago 7, Ill.**

• *Satisfaction guaranteed or your money back*



Shop the easy, modern way **BY TELEPHONE**,  
See pages 1477 to 1481 for numbers to call.





For Gloves,  
see Glove Pages

**Natural Mink Collar on  
100% IMPORTED CASHMERE**

*Milium Insulated Lined*

**\$125.00** Misses' sizes  
cash, \$12.50 down

Mink, the magnificent, on precious cashmere, the aristocrat of coat fabrics . . . a combination of incomparable beauty and fashion elegance. Wear clutched to your figure or let it flow freely. Milium insulated any-weather lining of acetate satin guaranteed for the life of the coat.

Misses' sizes 8, 10, 12, 14, 16, 18. See size chart on page 100. State size. Shpg. wt. 6 lbs.

17 G U1908-Black with white mink . . . \$125.00

17 G U1909-Lt. beige with ranch mink . . 125.00

17 G U1910-Med. blue with gray mink . . 125.00

Natural Mink on 80% Wool and 20% Imported Cashmere **\$69.98** Misses' sizes  
cash, \$7.00 down

Same style and lining as described above. See sizes above. State size. Shpg. wt. 6 lbs.

17 G U1912-Black with white mink . . . \$69.98

17 G U1913-Light beige with ranch mink . 69.98

17 G U1914-Med. blue with gray mink . . 69.98

**IMPORTANT . . . New Faster Service** from Chicago. All fashions now stocked in and shipped from Chicago to give you faster delivery service. See inside back cover for Easy Terms.



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in U.S.A.

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## For Your Most GLAMOROUS OCCASIONS

### Gleaming Rayon Velvet

*Black contrasted with stunning, snow-white body lining of fluffy nylon fleece*

**A** NOTHING STARS in the firmament of evening fashions like the glowing loveliness of jet black velvet . . . it's the epitome of glamour when topped with an exotic hood and lined in immaculate white—the body of the lining in nylon fleece, the sleeve lining in rayon and acetate satin. The hood is equally as effective fashionwise when worn as a collar. Dramatically flared silhouette with rhinestone button closing, slash pockets, sophisticated push-up sleeves that may also be worn full length. *Juniors' sizes 7, 9, 11, 13, 15, 17.*

*Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 6 lbs.*

17 G U1942—Black with white lining . . . . . \$39.98

Same Style as Above in rich cotton velveteen lined with fine white rayon satin. *State size above. Shpg. wt. 7 lbs.*

17 G U3834—Black . . . . . 17 G U3835—Red

17 G U3836—Periwinkle (violet-blue) . . . . . Each \$29.98

For no more per month than you would pay for our cotton velveteen coat, you can enjoy the luxury of our finest rayon velvet . . . use Sears Easy Terms

### Pure Virgin Wool Zibeline

*for memorable, dress-up coat impressions*

**B** FASHION'S MOST INTERESTING LOOK FOR '56 . . the fascinating Empire silhouette . . beautifully executed in our best pure virgin wool zibeline with a sleek, polished surface. The coat is intricately detailed with a graceful, curving yoke and tabs in front and a unique, cross belt at the shoulders in back . . truly a picture of fashion loveliness. Tapered sleeves may be worn full length or stylishly pushed up. Buttonholes are hand-bound. Acetate satin lined. All wool interlined.

*Misses' sizes 8, 10, 12, 14, 16, 18. See size chart on page 100. Please state correct size. Shpg. wt. 7 lbs.*

17 G U1944—Black . . . . . 17 G U1945—Charcoal gray

17 G U1946—Medium blue . . . . . Each . . . . . \$39.98

OUR BETTER QUALITY VIRGIN WOOL ZIBELINE. Same style as above. Rayon and acetate satin lined. Stitched wool interlined. *Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. State size. Shpg. wt. 8 lbs.*

17 G U3838—Black . . . . . 17 G U3839—Charcoal gray

17 G U3840—Medium blue . . . . . Each . . . . . \$29.98

**C** OUR BEST PURE VIRGIN WOOL ZIBELINE . . MILIUM LINED polished surfaced, lush-soft, elegant, magnificently trimmed with full-length vertical rayon velveteen inserts all-around coat. Soft flowing front and all around dramatic flaring drape. Wear clutch style or open as you prefer. Push up sleeves that may also be worn full length. Miliun insulated acetate satin lining.

*Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. State size. Shpg. wt. 9 lbs.*

17 G U1948—Black . . . . . \$44.98

17 G U1949—Charcoal gray . . . . . 44.98

*Women's sizes 38, 40, 42. See size chart on page 100. Please state size. Shipping weight 9 pounds.*

17 G U2508—Black . . . . . \$46.98

17 G U2509—Charcoal gray . . . . . 46.98

For no more per month than you would pay for our better quality polished zibeline coat, you can wear our best quality zibeline . . . use Sears Easy Terms

See the colors of coats shown on these  
2 pages on page 22

**IMPORTANT . . New Faster Service** from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Sears Easy Terms are available. See inside back cover for details



**A**  
Rayon Velvet  
\$39.98  
cash, \$4 down  
Also in Cotton  
Velveteen  
\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes





**C** →

Our Best  
Pure Wool  
Zibeline  
**\$44.98**  
cash, \$4.50 down  
Misses' sizes  
**\$46.98**  
cash, \$5 down  
Women's sizes

← **B**

Pure Wool  
Zibeline  
Our Best  
**\$39.98**  
cash, \$4 down  
Our Better  
**\$29.98**  
cash, \$3 down  
Misses' sizes

See descriptions on opposite page

PCBADG PAGE 5 . . COATS





All in  
Juniors' and  
Misses' sizes

## SEARS FABULOUS ODYNA

*Fur-like Fabric of Orlon\* and Dynel  
Milium Insulated lined*

THE AMAZING FABRIC with the deep, downy, luxury surface, the expensive look of fine fur. It's mothproof, mildewproof, odorless, light as a feather. In stunning solid colors or in exquisitely worked stripes that take hours of painstaking skill to achieve the appearance of the most glamorous, natural furs. Tailored and hand detailed by a master furrier in clutch styles with shawl collar, buttonless front, novelty curved adjustable cuffs. Milium insulated acetate satin lined. Must be furrier cleaned. All these coats and toppers in Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. Please state correct size.

\* DuPont trademark for acrylic fibers

### A The Kerrybrooke Long Coat

Striped Odyne	Solid Color Odyne
\$99.98 cash, \$10 down	\$69.98 cash, \$7 down

STRIPED LONG COAT. Shipping weight 7 pounds.  
17 G U1989—Tones of silver-gray.....\$99.98  
SOLID COLOR LONG COAT. Shipping weight 7 pounds.  
17 G U1930—Platinum gray.....\$69.98  
17 G U1931—Blond beige.....69.98

### B The Kerrybrooke Short Coat

Solid Color Odyne	Striped Odyne
\$59.98 cash, \$6 down	\$89.98 cash, \$9 down

SOLID COLOR SHORT COAT (about 34 in.). Shpg. wt. 6 lbs.  
17 G U1933—Blond beige.....\$59.98  
17 G U1934—Platinum gray.....59.98  
STRIPED SHORT COAT (about 34 in.). Shpg. wt. 6 lbs.  
17 G U1991—Tones of silver-gray.....\$89.98

**IMPORTANT . . . New Faster Service** from Chicago. All fashions stocked in and shipped from Chicago to give you much faster delivery service. Easy Terms, inside back cover.





For Wool  
Jersey Scarf-Hat,  
see Page 152

Imported Pure Peruvian  
**ALPACA PILE**  
*Milium Insulated Lined*

The Long Coat	The Short Coat
<b>\$39.98</b> cash	<b>\$29.98</b> cash
\$4 down	\$3 down
Both in Juniors' and Misses' sizes	

GORGEOUS, DEEP-PILED ALPACA, soft as precious fur to wrap you in stylish comfort. Both long and short versions are lined with acetate and rayon iridescent taffeta that's Milium insulated for additional warmth. The 100% imported alpaca pile is woven onto a tightly knit cotton back (face 47%, back 53% of total fabric weight on the long coat; face 65%, back 35% of total fabric weight on the short coat). Gracefully styled in a comfortable, easy-to-wear silhouette with shawl collar, adjustable cuffs, closely-spaced buttons.

Both coat and topper in Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Size charts, page 100. State size.

<b>A THE LONG COAT.</b> Shipping weight 7 lbs.	
17 G U1936—Beige.....	\$39.98
17 G U1937—Light gray.....	39.98
<b>B THE SHORT COAT</b> (about 32 inches long). Shipping weight 6 pounds.	
17 G U3800—Light gray.....	\$29.98
17 G U3801—Beige.....	29.98

See Fabric Samples at Sears Catalog Sales Offices... Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices.



Rich, pebbly textures and  
stunning ripple weave surfaces are

## TOPS IN FABRIC FASHION

for Fall and Winter 1956

All Coats Milium Insulated Lined

### 100% Sheep's Wool Chinchilla Cloth . . Our Best

**A** Thick-napped, closely woven, pebbly textured with a soft-draping quality that imparts a flattering, feminine air to the full-sweeping Pellon® lined skirt of this handsome fitted coat. Attractive stitching curves at the bust and continues across back, complementing the stitching trim that adorns the sleeves at the shoulders. Demure-type collar tops the closely-spaced genuine fresh water pearl buttons. Wear sleeves full-length or push-up. Handy pockets concealed in side seams. Milium insulated acetate satin lining for any weather comfort. *Misses' sizes 8, 10, 12, 14, 16. Size chart, page 100. Please state size. Shipping wt. 7 lbs.*

17 G U1952—Red 17 G U1954—Beige  
17 G U1953—Peacock blue 17 G U1955—Med. gray  
Each . . . . . \$39.98

See the above colors illustrated on page 22

### 100% Sheep's Wool Ripple Weave Chinchilla Cloth . . Our Best

This is that lovely fabric with the attractive horizontal ripple texture that has given added interest to fabric weaves for chinchilla cloth this season. In addition to its beauty, this fabric wears exceptionally well, takes those lively, vibrant new shades beautifully and drapes gracefully. It's an excellent investment in style and wear.

**B** Shawl collar coat in our best 100% sheep's wool ripple weave chinchilla cloth displays the new, modified line with controlled fullness. Welt stitching down front outlines jaunty angle of the large pockets that are button trimmed. Soft, natural shoulders, deep armholes and adjustable cuffs attest to easy wearability. Lined with Milium insulated acetate satin for any season. *Misses' sizes 10, 12, 14, 16, 18, 20. Size chart, page 100. State size. Shpg. wt. 7 lbs.*

17 G U1956—Red . . . . . \$39.98 17 G U1958—Rose . \$39.98  
17 G U1957—Peacock blue 39.98 17 G U1959—Beige 39.98

**C** Tuck stitched collar coat in our best 100% sheep's wool ripple weave chinchilla cloth is both fashionwise and value-wise. Very effectively trimmed with self-fabric tabs below the neck. Full length tapered sleeves with notched cuff. Fresh water pearl buttons are both functional and decorative. Buttonholes are hand-bound. Milium insulated acetate satin lining. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. Please state size. Shipping weight 7 pounds.*

17 G U1960—Peacock blue \$39.98 17 G U1962—Beige \$39.98  
17 G U1961—Red . . . . . 39.98 17 G U1963—Rose 39.98

Also in Our Better Quality Pebble-textured 100% Sheep's Wool Chinchilla Cloth. Same style as above. Milium insulated rayon and acetate satin lining. *See sizes above. Please state size. Shipping weight 8 pounds.*

17 G U3842—Red 17 G U3844—Beige  
17 G U3843—Peacock blue Each . . . . . \$29.98

**IMPORTANT . . New Faster Service from Chicago.** All fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Easy Terms are available on orders totaling \$20 or more . . see inside back cover

• See Fabric Samples at Sears Catalog Sales Office . . Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices



**A**  
\$39.98  
cash, \$4 down  
Misses' sizes





For Bag,  
see Page  
167

Misses'  
sizes

← **B**  
\$39.98  
cash  
\$4 down

**C** →  
\$39.98  
cash  
\$4 down  
Pebble-textured  
\$29.98  
cash  
\$3 down

Juniors'  
and  
Misses'  
sizes

See descriptions  
on opposite page

PCBK PAGE 9 . . COATS



We are convinced these Kerrybrooke FASHION-VALUE COATS are the best values in America at their respective prices because they were shopped from coast to coast and their values verified. Of the coats shopped, none were found to have all these features

## ALL ARE MADE EXCLUSIVELY IN SEARS OWN FACTORY

*to our own rigid specifications . .*

Fine quality 100% virgin wool fabrics bought direct from outstanding woolen mills. Fabrics are processed to resist shrinkage. Hemlines are pinked and blind stitched. Printed Earl-Glo linings with double stitched seams are Milium insulated . . and "Sanitized" to retard odors, mildew and germ life and are guaranteed for life of coats. Armo canvas inner construction assures shape retention. Taped armholes. Buttons anchored in back with stay buttons. 2-inch hems in coats and linings. Cotton kasha lined pockets. Hand-bound buttonholes. Inside change pocket.

*All have MILIUM INSULATED LININGS and are designed with controlled fullness that combines the new slim look with supreme comfort. Misses' sizes*

### Pure Virgin Wool Luxury Plush

**A** Simple, easy-draping, multi-gore classic silhouette tailored of fine, closely woven pure virgin wool plush, the popular fabric with the silk-like, close-napped fleecy surface. Acetate and rayon crepe-back satin lining is Milium insulated for any weather wear. Hand-picked stitching on collar and cuffs. Hand finished sleeve lining. Full length sleeves. Notched cuffs. *Misses' sizes 8, 10, 12, 14, 16, 18, 20. See size chart below. State size.*

17 G U2110—Light beige 17 G U2111—Rose taupe  
17 G U2112—Medium blue Each, Shpg. wt. 7 lbs. . . \$45.00

### 100% Sheep's Wool Chinchilla Cloth

**B** Exceptionally fine quality with tightly woven, pebbly surface. Multi-gores back and front, with a panel, shirt-front-effect, to display the elegant row of pearl buttons most effectively. Full length sleeves with adjustable notched cuffs and elasticized inside wristlets. Milium insulated acetate satin lining. *Misses' sizes 6, 8, 10, 12, 14, 16, 18. See size chart below. State size. Shipping weight 7 pounds.*

17 G U2120—Red. . . . . \$39.98 17 G U2122—Beige. . . . . \$39.98  
17 G U2121—Peacock blue. . . 39.98 17 G U2123—Rose. . . . . 39.98

### Sleek, Pure Virgin Wool Suede Cloth

**C** The shawl collar classic . . one of the best values we know of in a current best-selling style. Its multi-gores and graceful drape assure supreme comfort walking or sitting. Welt stitching adorns both collar and adjustable cuffs. Full-length sleeves. Rayon satin-like luster twill lining is Milium insulated. *Misses' sizes 6, 8, 10, 12, 14, 16, 18. See size chart below. Please state size.*

17 G U2105—Beige 17 G U2106—Rosewood (medium rose)  
17 G U2107—Rose red Each, Shpg. wt. 7 lbs. . . . . \$29.98

### Pure Virgin Wool Pincheck

**D** This pincheck is interesting and tasteful because it is small and subtle. It provides an excellent medium for interpreting the casual grace of this wing collar coat. Pointed stitched trim at the seams in front and back creates a very attractive effect. Full-length sleeves. Notched cuffs. Rayon satin-like luster twill lining is Milium insulated. *Misses' sizes 8, 10, 12, 14, 16, 18, 20. See size chart below. Please state size. Shipping weight 7 pounds.*

17GU2100—Medium gray. \$29.98 17GU2102—Medium blue. \$29.98  
17GU2101—Beige. . . . . 29.98 17GU2103—Mauve rose. . . 29.98

See the colors of coats shown on these two pages on page 22

#### SIZE CHART FOR MISSES' COATS

Order size	6	8	10	12	14	16	18	20
If bust is	30	31	32½	34	35½	37	39	41 in.
If waist is	22½	23½	24½	25½	27	28½	30½	32½ in.
If hips are	31	32½	34	36	38	40	42	44 in.
Coat length	44½	45	45½	46	46½	47	47½	48 in.

**A**  
\$45.00  
cash, \$4.50 down  
Misses' sizes  
8 to 20

**IMPORTANT . . New Faster Service** from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. For Sears Easy Terms, see inside back cover







**B**  
\$39.98  
cash, \$4 down  
Misses' sizes  
6 to 18

**C**  
\$29.98  
cash, \$3 down  
Misses' sizes  
6 to 18

**D**  
\$29.98  
cash, \$3 down  
Misses' sizes  
8 to 20

See descriptions on opposite page

PCBKAL PAGE 11 .. COATS



## Donegal-type Pure VIRGIN WOOL TWEED

with the fashion-right brushed surface

It's a fabric headliner this fall. Its sprightly casual air, smart appearance, excellent wearing qualities and hand-loomed look have made it a prime favorite. Both coats with Milium insulated linings. Both have hand-bound buttonholes.

**A** OUR BEST... softer, more luxurious... in casual silhouette with multi-purpose red wool fringed scarf. Button-trimmed back belt. Full length sleeves. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20. Size charts on page 100. Please state your correct size.*

With Milium Insulated Rayon Satin-like Twill Lining. Shipping weight 7 lbs.

17 G U1964—Black and white mixture... \$34.98

17 G U1965—Brown and white mixture... 34.98

With All Wool Zip-Out Liner faced with rayon satin-like twill to match the Milium insulated coat lining. Shipping weight 9 pounds.

17 G U1967—Black and white mixture... \$39.98

17 G U1968—Brown and white mixture... 39.98

**B** OUR BETTER QUALITY TWEED... Fine Rayon Velvet Trim on mandarin-type collar. Easy-fitting, slender silhouette coat. Tapered sleeves to wear full-length or push-up. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20. Size charts on page 100. State size.*

With Milium Insulated Rayon and Acetate Iridescent Taffeta Lining. Shipping wt. 6 lbs.

17 G U3846—Brown and white mixture... \$29.98

17 G U3847—Black and white mixture... 29.98

Also with White Nylon Fleece Lining instead of Milium insulated lining. Same style as above. See sizes above. State size. Shpg. wt. 7 lbs.

17 G U3849—Brown and white mixture... \$32.98

17 G U3850—Black and white mixture... 32.98

## Pure Virgin Wool VELOUR FLEECE

Precious plushy fabric with a new soft, lustrous sheen... it's dress-coat magic with definite fashion appeal. Button-holes are hand-bound.

**C** THE FITTED SILHOUETTE that defines your figure... then fans out below your waist. The front artfully paneled, the back cleverly belted. Sleeves taper at cuff to wear pushed up or down. Coat is fully lined with Milium insulated acetate satin; interlined with all wool from shoulder to waist.

*Misses' sizes 10, 12, 14, 16, 18. See size chart on page 100. Please state size. Shpg. wt. 8 lbs.*

17 G U1970—Beige 17 G U1972—Charcoal gray  
17 G U1971—Rosewood (med. rose)... Each \$44.98

**D** A SURE BET for fashion rightness. Most becoming of all silhouettes, the raglan shoulder, club collar coat with the multi-button front, deep armholes, tapering sleeves, wing cuffs. Rayon and acetate twill lining. All wool interlining. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size.*

17 GU3852—Rose red 17 GU3854—Medium blue  
17 GU3853—Lt. beige 17 GU3855—Charcoal gray  
Shipping weight 6 pounds... Each \$29.98

Also in *Petite Misses' sizes 8S, 10S, 12S, 14S, 16S. Size chart on page 14. Please state size.*

17 GU3856—Rose red 17 GU3858—Medium blue  
17 GU3857—Lt. beige 17 GU3859—Charcoal gray  
Shipping weight 6 pounds... Each \$29.98

**E** COLORFUL CONTRAST for the clutch coat with a fashion flourish. The jet black fleece is contrasted with color-rich body lining of deep wool pile plush on cotton back (lining face 47%, back 53% of total lining wt.); sleeves Milium insulated rayon and acetate taffeta lined. Novelty stitching on tapering sleeves to wear full length or pushed up. *State Misses' size 8, 10, 12, 14, 16, 18. Size chart on page 100. Shpg. wt. 8 lbs.*

17 G U1975—Black; aqua blue lining... \$44.98  
17 G U1976—Black; white lining... 44.98  
17 G U1977—Black; rose-pink lining... 44.98

**IMPORTANT**... New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. For Easy Terms, see inside back cover.

12... SEARS, ROEBUCK AND CO. ©c



For Bag, see page 164.  
For Gloves,  
see Glove Pages

**A**

With Milium Insulated Lining

\$34.98 cash, \$3.50 down

With Wool Zip-out Liner

\$39.98 cash, \$4 down

Juniors' sizes;  
Misses' sizes

For no more per month  
than you'd pay for our  
lower priced tweed  
coat you can enjoy the  
luxury of our best tweed  
... Use Sears Easy Terms.

**B**

With Milium Insulated Lining  
\$29.98 cash, \$3 down

With White  
Nylon Fleece Lining  
\$32.98 cash, \$3.50 down

Juniors' sizes;  
Misses' sizes





**C**  
\$44.98  
cash, \$4.50 down  
Misses' sizes

**D**  
\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes;  
also Petite  
Misses' sizes

**E**  
\$44.98  
cash, \$4.50 down  
Misses' sizes

For Gloves, see  
Glove Pages

See opposite page for descriptions

PCBG PAGE 13 . . COATS





If You're  
5 ft. 3 1/2 in.  
or under

(in your stocking feet)

Enjoy  
fashion's newest, most  
glamorous silhouettes  
.. this season's smartest  
quality fabrics in  
Kerrybrooke Coats

PROPORTIONED  
TO ASSURE YOU  
PROPER FIT

and save you money on  
costly alterations

All these fashion-right coats on  
these two pages are designed  
and styled specifically for the  
petite or smaller misses' figure  
and are properly proportioned  
from collar to hemline .. save  
time and trouble by being able  
to wear your coat immediately.

#### SIZE CHART FOR PETITE MISSES' COATS

Please measure carefully before ordering; see  
measuring instructions on page 100. Use  
the size chart below to order correct size.

Order size...	6S	8S	10S	12S	14S	16S	18S
If bust is....	30	31	32 1/2	34	35 1/2	37	39 in.
If waist is....	22 1/2	23 1/2	24 1/2	25 1/2	27	28 1/2	30 1/2 in.
If hips are....	31	32 1/2	34	36	38	40	42 in.
Coat length...	43	43 1/2	43 1/2	44	44	44 1/2	44 1/2 in.

For other petite misses' fashions,  
see pages 3, 25 and 37

\* See Fabric Samples at Sears Catalog Sales  
Office .. friendly clerks will help you in your  
selections and will handle all ordering details.  
See pages 1477 to 1481 for phone numbers and  
locations of Sears Catalog Sales Offices



\$39.98 cash, \$4 down  
MILUM INSULATED LINING

**A** WE BELIEVE THIS COAT in pure virgin wool polished zibeline represents one of the best values in America in petite sizes. It has been made to Sears specifications .. tailored with extra quality features as listed on page 10. It has been Sears laboratory tested and verified for value. The Earl-Glo crepe-back acetate and rayon satin lining is Milium insulated and guaranteed for the life of the coat. *Petite Misses' sizes 6S, 8S, 10S, 12S, 14S, 16S.* Size chart at left. *Please state size.* Shipping weight 7 lbs.

17 G U2115—Black .....	\$39.98
17 G U2116—Mist blue (medium) .....	39.98
17 G U2117—Beige .....	39.98



\$34.98 cash, \$3.50 down  
MILUM INSULATED LINING

**B** 100% SHEEP'S WOOL PEBBLE-TEXTURED CHINCHILLA CLOTH. The emphasis is on fabric surface .. and few surpass chinchilla cloth in attractiveness, with its neat little nubs, its close weave .. and its durability. Tailored in a style that provides comfortable back fullness controlled by two side button tabs. Adjustable cuffs. Pearl buttons. Milium insulated acetate satin lining for an extra measure of value. *Petite Misses' sizes 6S, 8S, 10S, 12S, 14S, 16S, 18S.* Size chart at left. *State size.*

17 G U1979—Red .....	17 G U1981—Beige
17 G U1980—Peacock blue .....	17 G U1982—Rose
Shipping weight 7 pounds .....	
Each \$34.98	

IMPORTANT .. *New Faster Service from Chicago.* Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Sears Easy Terms on inside back cover.





**C**  
\$29.98  
cash, \$3 down

**C** THE NEW PURE 100% VIRGIN WOOL DONEGAL-TYPE TWEED with "brush" surface. More luxurious and colorful with the expensive look of hand-loomed tweed . . . properly proportioned for petites. Deep armholes terminate in tapering sleeves that you'll wear pushed up or full length to suit your mood. Rayon and acetate iridescent taffeta lined. 100% reused wool interlining. *Petite Misses' sizes 8S, 10S, 12S, 14S, 16S, 18S.* Size chart on opposite page. *State size.* Shpg. wt. 7 lbs.  
17 G U3872—Brown and white mixture. \$29.98  
17 G U3873—Black and white mixture. 29.98



**D**  
\$29.98  
cash, \$3 down

**D** IT'S THE LOVELY EMPIRE SILHOUETTE, the fashion theme for fall and winter '56 in 100% virgin wool polished zibeline. It abounds with originality . . . in its convertible collar, its stunning double-breasted "bib" front yoke, its high crossed belt in back. Tapering sleeves to wear full length or pushed up. Lined with rayon and acetate iridescent taffeta. All wool interlined. *State Petite Misses' size 6S, 8S, 10S, 12S, 14S, 16S.* Size chart, opposite page. Shpg. wt. 7 lbs.  
17GU3868—Medium gray 17GU3870—Black  
17GU3869—Beige 17GU3871—Medium blue  
Each. . . . . \$29.98



**E**  
Without Zip-out Liner \$24.98 cash, \$2.50 down  
With Wool Zip-out Liner \$29.98 cash, \$3 down

**E** WOOL CURL-TEXTURED BOUCLE SURFACE on knit cotton back (face 55%, back 45% of wt.). Scalloped yoke with notched stand-up collar tops ballerina back. Tapering sleeves; fly-away cuffs. *State Petite Misses' size 8S, 10S, 12S, 14S, 16S, 18S.* Size chart, opposite page. *With Iridescent Taffeta Lining of Rayon and Acetate. 100% Reused Wool Interlining.* Shipping weight 7 pounds.  
17 G U3860—Ivory white 17 G U3862—Mauve rose  
17 G U3861—Peacock blue Each. . . . . \$24.98  
*With All Wool Zip-Out Liner* faced with iridescent taffeta of rayon and acetate to match the coat lining.  
17 G U3864—Ivory white 17 G U3866—Mauve rose  
17 G U3865—Peacock blue Each, Shpg. wt. 8 lbs. \$29.98

Please turn to page 23 to see the colors of all five coats shown on these two pages.  
Order regularly and get your Sears Catalogs regularly.



## QUALITY FLEECES

from Famous American Mills

Misty toned, polished zibeline fleece of 90% wool and 10% imported cashmere and our finest 100% pure virgin wool clear fleece in rich, vibrant shades

**A** THE NEW EMPIRE LOOK . . MILIUM LINED . . in misty tone zibeline fleece of 90% wool and 10% imported cashmere. Multi-button front. Stitching trim, adjustable cuffs. Choice of zip or non-zip types, both with Miliun insulated coat lining.

Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Size charts, page 100. State size.

With Miliun Insulated Coat Lining of Rayon and Acetate Twill. Shipping weight 6 pounds.

17 G U3802—Medium gray..... \$24.98  
17 G U3803—Beige..... 24.98  
17 G U3804—Peacock blue..... 24.98  
17 G U3805—Black..... 24.98

With All Wool Zip-out Liner faced with rayon and acetate twill plus a Miliun insulated coat lining of rayon and acetate twill. Shipping weight 8 pounds.

17 G U3806—Medium gray..... \$29.98  
17 G U3807—Beige..... 29.98  
17 G U3808—Peacock blue..... 29.98  
17 G U3809—Black..... 29.98

**B** FITTED COAT . . MILIUM LINED . . with firm pile rayon velvet trimmed collar, tapered sleeves and inverted back pleat from waist. In muted, misty tone zibeline fleece of 90% wool and 10% imported cashmere. Stitching trim. Miliun insulated rayon and acetate taffeta lining. Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. Please state size. Shpg. wt. 6 lbs.

17 G U3810—Peacock blue..... \$29.98  
17 G U3811—Medium gray..... 29.98  
17 G U3812—Beige..... 29.98  
17 G U3813—Black..... 29.98

**C** BALLERINA COAT in 100% virgin wool clear fleece, youthful version of the rhythmic, multi-gore ballerina silhouette. Wear the sleeves pushed up or full length. Iridescent taffeta lining of rayon and acetate. Stitched 100% reused wool interlining. Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. State size. Shpg. wt. 6 lbs.

17 G U3818—Bright red 17 G U3819—Lt. beige  
17 G U3820—Peacock blue..... Each \$24.98

**D** WING COLLAR COAT . . MILIUM LINED . . in 100% virgin wool clear fleece adorned with stitched trim. Adjustable cuffs. Choice of zip or non-zip versions, both with Miliun insulated coat lining. Both in Misses' sizes 10, 12, 14, 16, 18, 20. Size chart on page 100. State size.

With Miliun Insulated Coat Lining of Rayon and Acetate Twill. Shipping weight 6 pounds.

17 G U3822—Lt. beige 17 G U3824—Bright red  
17 G U3823—Peacock blue..... Each \$24.98

With All Wool Zip-out Liner faced with rayon and acetate twill plus a Miliun insulated coat lining of rayon and acetate twill. Shpg. wt. 8 lbs.

17 G U3826—Lt. beige 17 G U3828—Bright red  
17 G U3827—Peacock blue..... Each \$29.98

**E** 100% VIRGIN WOOL CLEAR FLEECE converts its flattering, puritan style collar into the comfortable hood that fits snugly yet gives unrestricted freedom of movement. Excellent translation of this season's suave silhouette; a soft, shoulderline merging into a narrow sleeve to wear pushed up or conventionally. Rayon and acetate twill lined. Stitched 100% reused wool interlining. Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts, page 100. State size. Shpg. wt. 7 lbs.

17 G U3830—Peacock blue..... \$29.98  
17 G U3831—Light beige..... 29.98  
17 G U3832—Bright red..... 29.98

**IMPORTANT . .** New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. See inside back cover for details on Sears Easy Terms.



**A**

\$24.98

cash, \$2.50 down

With Zip-out Liner

\$29.98

cash, \$3 down

Juniors' and Misses' sizes



**B**

\$29.98

cash, \$3 down  
Misses' sizes





C

\$24.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes



D

\$24.98  
cash, \$2.50 down  
With Zip-out Liner  
\$29.98  
cash, \$3 down  
Misses' sizes



E

\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes

For descriptions, see opposite page

PCBKMN8G PAGE 17.. COATS



# EIGHT THRIFT-PRICED EDITIONS of the Coat Styles that Enjoy Fashion Pre-eminence . .

*the becoming, slimmed-down silhouette, the controlled fullness,  
the bulkless grace of line that identify Fall '56 Coat Fashions*

All 8 coats lined with rayon and acetate  
iridescent taffeta. 100% reprocessed wool interlined

**A** CURLY TEXTURED WOOL BOUCLE SURFACE on knit cotton back (face 55%, back 45% of total wt.). Rhinestone buckle on back of notched collar that tops curving yoke and ballerina-effect back. Adjustable cuffs. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 GU5919-Ivory white 17 GU5920-Mauve rose  
17 GU5921-Peacock blue Each.....\$21.98

**B** PRECIOUS BLEND OF WOOL (90%) AND IMPORTED CASHMERE (10%) displays a harmonious trio of button-trimmed "step" belts above box pleat in back. Front is cleverly paneled. Wear sleeves push-up or full length. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20. See size charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U5906-Light beige 17 G U5907-Light gray  
17 G U5908-Pastel blue Each.....\$21.98

**C** WOOL (54%) AND COTTON (46%) TWEED CARDIGAN-NECK COAT adds a sprightly touch of color with its contrasting wool jersey scarf and acetate and rayon taffeta lining. Super-size patch pockets. Wear sleeves pushed up or full length. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. State size. Shipping weight 6 lbs.*  
17 G U5922-Black and white mixture...\$19.98  
17 G U5923-Brown and white mixture... 19.98

**D** THE RAYON VELVET TOUCH... collar and cuffs deftly accented with rich velvet. Triple rows of stitching outline a graceful all-around yoke; the same treatment repeats at the waist in back. Coat in yarn-dyed 50% wool, 50% reprocessed wool. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. State size. Shipping weight 6 pounds.*  
17 G U5925-Light gray 17 G U5926-Dark gray  
17 G U5927-Shadow (deep) blue.... Each \$21.98

**E** WOOL FLEECE SURFACE woven on cotton back (face 60%, back 40% of total wt.). A dollar-stretching wonder with dyed mouton-processed lamb pompons on front, plus a rhinestone buckle on back of the collar. Adjustable cuffs. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. State size.*  
17 GU5909-Pearl gray 17 GU5910-Light blue  
17 GU5911-Sand beige 17 GU5912-Peacock blue  
Shipping weight 6 pounds..... Each \$19.98

**F** NESTLE YOUR HEAD in the warmth and luxury of this stunning hood that converts into a shoulder-wide collar when the cold winds subside. Novel self-fabric closing. Fashion-wise push-up sleeves that are just as smart full-length. Fabric is yarn-dyed 50% wool, 50% reprocessed wool. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. Please state size. Shipping weight 6 pounds.*  
17 G U5916-Light gray 17 G U5917-Dark gray  
17 G U5918-Shadow (deep) blue.... Each \$19.98

**G** DEFINE YOUR FIGURE via the belt and series of gores in this lovely fitted, feminine charmer. Better made, with overcast lining seams, hand-made button holes. In yarn-dyed 100% reprocessed wool. Surprisingly low priced. *Juniors' sizes 8, 10, 12, 14, 16, 18. See size chart on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U3890-Dark gray.....\$24.98  
17 G U3891-Shadow (deep) blue..... 24.98

**H** VERY TASTEFUL, small, subdued check in pure wool enhanced by a double row of stitching around the armholes. The designer-look is found in the button-trimmed cross tabs under the arm... very clever... very original. Wear the push-up sleeves at any desired length. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U5913-Beige 17 G U5914-Rose pink  
17 G U5915-Light gray Each.....\$21.98

**IMPORTANT**... New Faster Service from Chicago. Now all fashions stocked in Chicago and shipped from Chicago to give you much faster delivery service. See inside back cover for Sears Easy Terms



**C**  
\$19.98  
Juniors' and  
Misses' sizes

**B**  
\$21.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes

**A**  
\$21.98  
cash \$2.50 down  
Juniors' and  
Misses' sizes





D

\$21.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes

For Bag,  
see Page 164



G

\$24.98  
cash, \$2.50 down  
Misses' sizes



E

\$19.98  
Juniors'  
and  
Misses'  
sizes



F

\$19.98  
Juniors'  
and  
Misses'  
sizes



See  
descriptions  
on opposite  
page



H

\$21.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes





**D**  
\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes



**E**  
\$24.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes



**F**  
\$16.98  
Juniors' and  
Misses' sizes



**G**  
\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes



**H**  
\$26.98  
cash, \$3 down  
Juniors' and  
Misses' sizes





**A**  
\$19.98  
Juniors' and  
Misses' sizes

**B**  
\$28.98  
cash \$3 down  
Juniors' and  
Misses' sizes

**C**  
\$29.98  
cash \$3 down  
Misses' sizes

## BRIEF AND TO THE POINT OF FASHION EXCELLENCE . .

*Eight Toppers Diversified in Fabric, Silhouette and Detail . . in sizes for Juniors and Misses*

**A** GRACEFUL BACK YOKE is complemented by notched, stand-up collar with rhinestone buckle trim. Tailored in 90% pure wool and 10% imported cashmere, with handmade buttonholes, adjustable cuffs. Rayon and acetate taffeta lining. Stitched wool interlining. Length about 34 inches. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20. Size charts, page 100. State size. Shpg. wt. 5 lbs.*  
17 G U5928—Light beige 17 G U5929—Light gray  
17 G U5930—Pastel blue Each . . . . . \$19.98

**D** SMARTNESS AND PRACTICALITY go hand in hand . . the large collar on this virgin wool polished zibeline topper converts into a face-framing hood. Topper is closed by a duo of novelty loops trimmed with sparkling rhinestones. Red wool flannel for body lining with rayon and acetate lined sleeves. Turn-back cuffs. Length about 34 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size.*  
17 GU3882—Black 17 GU3884—Beige  
17 GU3883—Medium gray 17 GU3885—Medium blue  
Shipping weight 6 pounds. . . . . Each \$29.98

**G** VIRGIN WOOL TWEED combines effectively with alpaca pile for style and warmth. Body completely lined with fine alpaca pile on woven cotton back (face 65%, back 35% of total fabric weight). Sleeve lining is stitched wool with rayon and acetate taffeta. Length about 32 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See the size charts on page 100. Please state your correct size. Shipping weight 6 pounds.*  
17 G U3879—Brown and white tweed; beige alpaca pile. . . . . \$29.98  
17 G U3880—Black and white tweed; light gray alpaca pile . . . . . 29.98

**B** MILIUM LINED GREAT ALL-AROUNDER . . in alpaca pile. Huge picture-pretty collar. Deep pockets. Adjustable cuffs. Alpaca pile is woven on knit cotton back (face 75%, back 25% of total fabric wt.). Milium insulated rayon and acetate taffeta lined. Length about 32 in. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U3887—Beige . . . . . \$28.98  
17 G U3888—Medium gray . . . . . 28.98

**E** AN INEXPENSIVE BUT HEAVENLY FABRIC with a deep, foamy pile that resembles precious fur . . the pile is cotton and is woven on a cotton back in glorious pastel shades you'll love. Wing collar is enhanced by a novel rayon and cotton braid "frog" closing. Cuffs are adjustable. Lined with rayon satin. Length about 30 inches. *Juniors' sizes 7, 9, 11, 13, 15. Misses' sizes 8, 10, 12, 14, 16. See the size charts on page 100. Please be sure to state your correct size. Shipping weight 6 pounds.*  
17 GU5934—Light beige 17 GU5936—Pastel blue  
17 GU5935—Platinum gray Each . . . . . \$24.98

**C** MILIUM LINED . . EXCELLENT INVESTMENT in style, comfort and value. 100% sheep's wool ripple weave chinchilla cloth with Milium insulated lining of acetate satin with a patterned surface. Collar and adjustable cuffs have stitch trim. Length about 32 inches. *Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. Please state size.*  
17 G U2125—Red 17 G U2127—Beige  
17 G U2126—Peacock blue 17 G U2128—Rose  
Shipping weight 5 pounds. . . . . Each \$29.98

**F** STITCH TRIM curves over shoulders, forms V-yoke in back. Additional stitching on adjustable cuffs. Topper is executed in 80% reprocessed wool and 20% mohair zibeline, the popular fabric with rich, sleek surface. Lined with rayon and acetate taffeta. Stitched wool interlining. Length about 30 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 5 lbs.*  
17 G U5931—Rosewood (deep rose) . . . . . \$16.98  
17 G U5932—Cadet blue . . . . . 16.98  
17 G U5933—Medium gray . . . . . 16.98

**H** IT'S MILIUM LINED . . AND YOUR SUREST APPROACH to authoritative fashion: the classic topper in style-minded 100% sheep's wool chinchilla cloth. Here is your favorite shawl collar, raglan shoulders, welt edge patch pockets, adjustable cuffs. Milium insulated rayon and acetate iridescent taffeta lining. Length about 34 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shipping wt. 6 lbs.*  
17 G U3875—Red . . . . . \$26.98 17 G U3877—Beige . . . . . \$26.98  
17 G U3876—Peacock blue . . . . . 26.98 17 G U3878—Medium gray . . . . . 26.98

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FOR EASY COLOR SELECTIONS, this page contains the colors of the fabrics of all coats on pages 4, 5, 8, 10 and 11. For quick identification, each of these pages is reproduced in miniature

COLOR SWATCHES  
for Page 4



[A] Rayon Velvet (black only);  
Cotton Velveteen

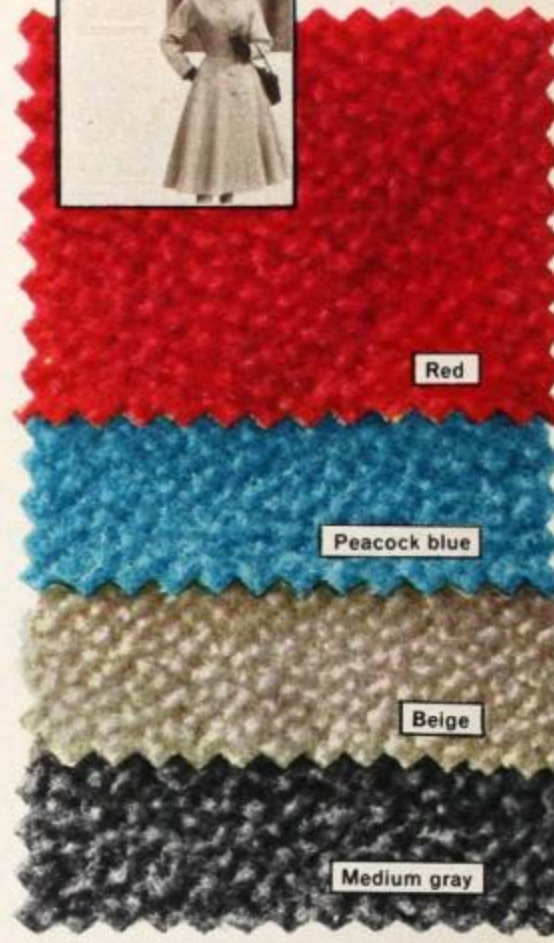
COLOR SWATCHES  
for Page 5



[B] Pure Virgin Wool Polished Zibeline . .  
Our Best and Better Qualities

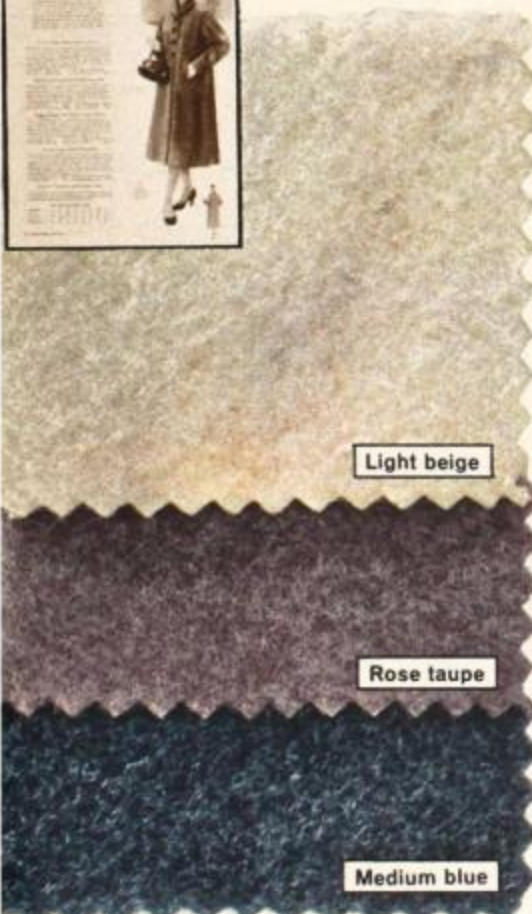
[C] Pure Virgin Wool Polished Zibeline

COLOR  
SWATCHES  
for Page 8



[A] 100% Sheep's Wool Chinchilla Cloth

COLOR SWATCHES  
for Page 10



[A] Pure Virgin Wool Luxury Plush

COLOR SWATCHES for Page 11



[B] 100% Sheep's Wool  
Chinchilla Cloth

[C] Pure Virgin Wool  
Suede Cloth

[D] Pure Virgin Wool  
Pincheck



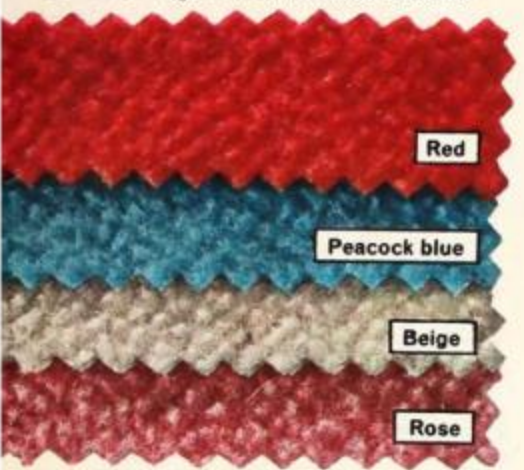
FOR EASY COLOR SELECTIONS, this page contains the colors of the fabrics of all coats on pages 14, 15, 32 and 33. For quick identification, each of these pages is reproduced in miniature



COLOR SWATCHES  
for Page 14



[A] Pure Virgin Wool Polished Zibeline



[B] 100% Sheep's Wool Chinchilla Cloth



COLOR SWATCHES for Page 15



[C] Pure Virgin Wool Tweed



[D] Pure Virgin Wool Polished Zibeline



[E] Wool-surfaced Boucle



COLOR SWATCHES  
for Page 32



[A] 80% Wool, 20% Cashmere;  
90% Wool, 10% Cashmere



[B] 100% Pure Virgin Wool . .  
Our Best and Better Qualities



COLOR SWATCHES for Page 33



[C] 100% Sheep's Wool  
Chinchilla Cloth



[D] Pure Virgin Wool  
Boucle Tweed



[E] Pure Virgin Wool  
Polished Zibeline



# GAY, STIMULATING OUTDOOR FASHIONS

Extra warmly lined

**A** WATER-REPELLENT COTTON POPLIN with lining of 50% alpaca and 50% wool woven onto cotton back (face 52%, back 48% of total fabric wt.). Sleeve lining is wool quilted to rayon twill. Knit wristlets. Length about 35 in. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts, page 100. *State size*. Shpg. wt. 4 lbs.  
17 GU7030—Natural beige 17 GU7031—Bright red  
17 GU7032—Charcoal gray..... Each \$13.98

**B** THE POPULAR LODEN-STYLE COAT in 90% wool and 10% imported cashmere fleece. Collar converts into hood. Lined with "Glass-Glo," a fiberglass lining, quilted to rayon and acetate iridescent taffeta. Tab and toggle closings. Welt stitch trim. Length about 32 inches.  
*Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. See size charts on page 100. Please state size. Shipping weight 5 pounds.  
17 GU7033—Light beige 17 GU7034—Bright red  
17 GU7035—Peacock blue..... Each \$19.98  
ALSO IN REPROCESSED WOOL yarn-dyed gray. See topper and lining description above. *State size* above.  
17 GU7055—Dark gray. Shipping weight 5 lbs. \$16.98

**C** PURE WOOL FLEECE. Dyed mouton-processed lamb collar. Full-length lining of 50% alpaca and 50% wool on knit cotton back (face 52%, back 48% of total fabric wt.). Sleeve lining is wool quilted to acetate taffeta. Cotton knit wristlets. Length about 32 inches.  
*Juniors' sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18, 20. Size charts on page 100. Please state size. Shipping weight 5 pounds.  
17 G U7039—Light beige; brown fur..... \$21.98  
17 G U7040—Bright red; gray fur..... 21.98  
17 G U7041—Peacock blue; gray fur..... 21.98

**D** HOMESPUN-TYPE TWEED in 85% wool and 15% nylon with lining of DuPont Fiber E rayon (a deep, fur-like fabric) on cotton knit back. Sleeve lining is wool quilted to acetate taffeta. Length about 32 in. *Juniors' sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18, 20. See size charts on page 100. *State size*. Shpg. wt. 5 lbs.  
17 G U7045—Black and white mixture..... \$21.98  
17 G U7046—Brown and white mixture..... 21.98

**E** PURE WOOL FLEECE with dyed mouton-processed lamb collar. Lining is 50% alpaca and 50% wool on knit cotton back (face 52%, back 48% of total fabric weight). Sleeve lining is wool quilted to acetate taffeta. Cotton knit wristlets.  
*Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Length about 32 in. Size charts on page 100. *State size*. Shipping wt. 5 lbs.  
17 G U7036—Light beige; brown fur..... \$19.98  
17 G U7037—Bright red; gray fur..... 19.98  
17 G U7038—Peacock blue; gray fur..... 19.98  
*Petite Misses' sizes* 8S, 10S, 12S, 14S, 16S... for the shorter miss 5 ft. 3½ in. or under in stocking feet. Length about 28 inches. Size chart on page 14. Please state size. Shipping weight 5 pounds.  
17 G U7050—Light beige; brown fur..... \$19.98  
17 G U7051—Bright red; gray fur..... 19.98  
17 G U7052—Peacock blue; gray fur..... 19.98

**F** OUR BEST PURE WOOL FLEECE with dyed mouton-processed lamb collar. Lining of 50% alpaca, 50% wool on cotton knit back (face 52%, back 48% of total fabric wt.). Sleeve lining is wool quilted to acetate taffeta. Cotton knit wristlets. Length about 36 inches. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts on page 100. Please state size. Shipping weight 5 pounds.  
17 G U7042—Light beige; brown fur..... \$24.98  
17 G U7043—Bright red; gray fur..... 24.98  
17 G U7044—Peacock blue; gray fur..... 24.98

**G** WRAP COAT with self tie belt. Fine water-repellent cotton poplin. Fully lined with 100% alpaca pile on cotton knit back (face 65%, back 35% of total fabric wt.). Huge collar converts into hood. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. See size charts on page 100. *State size*. Shpg. wt. 6 lbs.  
17 G U7027—Natural beige; brown alpaca pile... \$29.98  
17 G U7028—Charcoal gray; gray alpaca pile... 29.98  
17 G U7029—Bright red; gray alpaca pile..... 29.98

**IMPORTANT . . . New Faster Service** from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. For Sears Easy Terms, see inside back cover.



**A**

\$13.98

Juniors' and Misses' sizes



**B**

90% Wool and 10% Cashmere Fleece

\$19.98

Yarn-Dyed Gray Woolen

\$16.98

Juniors' and Misses' sizes



**C**

\$21.98

cash, \$2.50 down

Juniors' and Misses' sizes





D

\$21.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes



See descriptions on opposite page



E

\$19.98  
Juniors' and  
Misses' sizes;  
Petite Misses'  
sizes



F

\$24.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes



G

\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes

\* See Fabric Samples at Sears Catalog Sales  
Offices . . Friendly clerks will help you in your se-  
lections and will handle all ordering details. See  
pages 1477 to 1481 for phone numbers and loca-  
tions of Sears Catalog Sales Offices.





**D**  
**NATURAL MINK**  
**\$499.00** cash . . . tax included  
 \$50 down, \$21.50 monthly  
 Up to 24 months to pay  
 Misses' sizes

## MAGNIFICENT MINK

*The Ultimate in Fur Fashion  
 The Ultimate in Fur Luxury*

*See descriptions on opposite page*

**E**  
**LET-OUT NATURAL MINK**  
**\$599.00** cash . . . tax included  
 \$60 down, \$25.50 monthly  
 Up to 24 months to pay  
**NATURAL MINK**  
**\$399.00** cash . . . tax included  
 \$40 down, \$17.00 monthly  
 Up to 24 months to pay  
 Misses' sizes

For only \$8.50 more per month than you would pay for our \$399.00 natural mink stole, you can be the proud owner of our best let-out natural mink . . . use Sears Easy Terms.





**B**  
\$115.98  
cash...tax included  
\$12.00 down,  
\$10.00 monthly  
Up to 12 months  
to pay  
Misses' sizes

Misses' sizes

Misses' sizes

**A** \$93.98  
cash...tax included  
\$9.50 down,  
\$8.00 monthly  
Up to 12 months  
to pay

**C** \$197.98  
cash...tax included  
\$20.00 down,  
\$13.00 monthly  
Up to 15 months  
to pay

## WEAR A GLAMOROUS FUR STOLE for a Dramatic Fashion Impression

*Dyed Muskrat . . Dyed Let-out Marmot with Natural Mink Tails . . Dyed Let-out Muskrat*

**A** YOUR CHOICE of rich, gray-dyed northern flank muskrat or brown-dyed northern back muskrat carefully worked into lovely, generously sized stoles. Lined with fine Chromspun acetate with expensive-looking design. *Misses' sizes* small (10-12); medium (14-16); large (18-20). *State size.*  
P17 G 0833E—Silver-gray northern flank muskrat  
P17 G 0834E—Brown northern back muskrat  
Shpg. wt. 4 lbs. . . . . Total cash price, each \$93.98

**B** DYED LET-OUT MARMOT—Fur Origin: China—opulently trimmed with a series of removable mink tails (Fur Origin: United States). The pelts are expertly crafted into a stunning stole to complement any item in your wardrobe. Novelty patterned lining of Chromspun acetate. *Misses' sizes* small (10-12); medium (14-16); large (18-20). *Please state correct size.* Shipping weight 4 lbs.  
P17 G 0831E—Brown. . . . . Total cash price \$115.98

**C** EXCEPTIONALLY FINE EXAMPLE of the furrier's art is this dyed northern let-out muskrat. Sleek, glistening, silk-like skins painstakingly worked into a lovely stole worthy of the most important fashion circles. Its Chromspun acetate lining is beautifully figured. *Misses' sizes* small (10-12); medium (14-16); large (18-20). *Please state correct size.* Shipping weight 4 lbs.  
P17 G 0832E—Brown. . . . . Total cash price \$197.98

## Sumptuous Pastel, Silverblue or Ranch NATURAL MINK CAPE STOLES

*Choose inimitable new pastel or soft, rich silverblue, the rare natural colors that have been developed by selective breeding for generations . . or you may order the lovely deep-toned, natural ranch mink shade that you've always coveted. And each stole has a convenient pocket inside the lining.*

**D** NEW! A VERY IMPRESSIVE STOLE of fabulous, prime quality perfectly matched mink pelts carefully manipulated and overlapped at the neck to form a most unusual and highly fashionable cowl effect . . in your choice of three glorious shades . . lovely silverblue, glorious pastel, and the coveted ranch mink . . each with a soft, silk-like glistening natural sheen. Lined with fine patterned silk. *Misses' sizes* small (10-12); medium (14-16); large (18-20). *State size.* Wt. 4 lbs.  
P17 G 0828E—Silverblue (silver-gray)      P17 G 0830E—Ranch (dark brown)  
P17 G 0829E—Pastel (med. brown)      Each. . . . . Total cash price \$499.00  
Fur prices include 10% Federal Excise Tax. Items on these two pages are shipped from Philadelphia. Order and pay postage from your Sears Mail Order House. Sears Easy Terms are available on orders totaling \$20 or more. See inside back cover for complete details.

**E** OUR FINEST LET-OUT MINK STOLE. These are the minks that are entrusted only to the most highly skilled fur craftsmen with the touch of an artist in order to slit, match, sew and fashion these precious skins into beautiful fur masterpieces. Also, several more skins are used to form the five deep curving rows of fabulous mink. Lined with richly patterned silk. *State Misses' size* small (10-12); medium (14-16); large (18-20). Shpg. wt. 4 lbs.  
P17 G 0824E—Pastel (med. brown)      P17 G 0826E—Ranch (dark brown)  
P17 G 0825E—Silverblue (silver-gray)      Each. . . . . Total cash price \$599.00  
PRIME QUALITY PELTS but less lavishly used than in let-out type stole above and with Chromspun acetate lining. *See sizes above.* *State size.* Shpg. wt. 4 lbs.  
P17 G 0815E—Silver blue (silver-gray)      P17 G 0827E—Pastel (med. brown)  
P17 G 0816E—Ranch (dark brown)      Each. . . . . Total cash price \$399.00





**A** \$131.98 cash, tax included  
\$13.50 down, \$10.00 monthly  
Up to 13 months to pay  
Misses' sizes



**B** Dyed Mouton-processed Lamb  
Logwood brown \$49.98 cash  
tax included  
\$5 down, \$5 monthly  
Up to 10 months to pay  
Misses' sizes  
Charcoal gray \$54.98 cash  
tax included  
\$5.50 down, \$5 monthly  
Up to 11 months to pay  
Women's sizes



**C** \$35.98 cash  
tax included  
\$4 down, \$5 monthly  
Up to 7 months to pay  
Misses' sizes;  
Women's sizes

## THOSE LOVELY "LITTLE FURS"

*You'll wear the year 'round for that distinctive look of elegance*



**D**  
5 skins  
illustrated  
Genuine  
Natural Mink  
Available on  
Easy Terms

### Let-out Dyed Marmot Cape

**A** Fur Origin—China. Glamour-rich marmot... a stunning, deep-surfaced fur with the wonderful tradition for fashion excellence, long wear and luxury look. Cape jacket is stylishly full in back, with deep half moon cuffs creating beautiful sleeve effect. Wear it over anything, any time. Chromspun acetate lining. Length about 26 in.  
Misses' sizes 10, 12, 14, 16, 18, 20.  
State size. Shipping weight 5 pounds.  
P17 G 0819E—Brown  
Total cash price... \$131.98

### Dyed Mouton-Processed Lamb

**B** Silk-like, thickly furred pelts in your choice of fascinating logwood brown or the sensational new charcoal gray. Its lovely rolled collar adapts itself to your mood or the weather... wear jacket open or closed to your neck. Sleeves have adjustable turn-back cuffs. Chromspun acetate lining. Length about 27 in.  
Misses' sizes 8, 10, 12, 14, 16, 18, 20.  
State size. Shpg. wt. 5 lbs.  
P17 G 0835E—Logwood (dark) brown  
Total cash price... \$49.98  
P17 G 0836E—Charcoal gray  
Total cash price... \$54.98

### Dyed Rabbit Sling Cape

**C** Fur Origin—Australia. Made exceptionally well and extremely good looking. Select grade skins are uniform in size expertly dyed and matched. Flat tending styled, with roll collar a graciously flared back. Length about 26 inches. Chromspun acetate lining.  
Misses' sizes 10, 12, 14, 16, 18, 20. Women's sizes 38, 40, 42, 44.  
State size. Shpg. wt. 4 lbs.  
P17 G 0804E—Brown  
Total cash price... \$35.98

### 3, 4, 5 SKIN FUR SCARFS in NATURAL MINK or DYED SQUIRREL

OUR FINEST NATURAL BROWN MINK. Each skin about 25 in. Shpg. wt. 2 lbs.  
P17 G 0755E—Set of 3 skins... \$90.98  
P17 G 0756E—Set of 4 skins... 121.98  
P17 G 0757E—Set of 5 skins... 149.98

For only \$3 more per month than you would pay for our 3-skin natural mink scarf, you can enjoy the luxury of our 5-skin natural mink scarf... use Sears Easy Terms.

Measurements of furs in scarfs are from tip of nose to tip of tail

BROWN-DYED SQUIRREL with NATURAL MINK TAILS. Body: Fur Origin—Russia. Mink Tails: Fur Origin—United States. Each skin about 22 in. Shpg. wt. 2 lbs.  
P17 G 0749E—Set of 3 skins... \$30.98  
P17 G 0750E—Set of 4 skins... \$40.98  
P17 G 0751E—Set of 5 skins... \$49.98

#### SIZE CHART FOR MISSES' FUR COATS

Order size	8	10	12	14	16	18	20
If bust is...	31	32½	34	35½	37	39	41
If waist is...	23½	24½	25½	27	28½	30½	32½
If hips are...	32½	34	36	38	40	42	44

#### SIZE CHART FOR WOMEN'S FUR COATS

Order size	38	40	42	44
If bust is...	41	43	45	47
If waist is...	33½	36	38½	41
If hips are...	42	44	46	48





Misses' and  
Women's sizes

*Our Most Luxurious*  
**FULL-LENGTH  
FUR COATS**

*combine prime fur pelts, master  
furrier workmanship, excellence  
of style . . . at thrifty prices*

**Our Best Black-dyed Persian Lamb**

**A** Fur Origin: Russia. A most tempting fur fashion in the glorious, dressy fur that's as practical as it is stylish . . . extra fine, lustrous, deep-dyed black Persian lamb . . . tightly curled and skillfully worked into a beautiful soft-draping coat. Lovely roll collar, deep adjustable cuffs. Rich lining of fine silk has distinctive design in keeping with the excellent quality of the coat. In addition, coat has arm-shields and wind cuffs.

Misses' sizes 10, 12, 14, 16, 18, 20 . . . about 45 inches long. Women's 38, 40, 42, 44 . . . about 46 inches long. Size charts, opposite page. *State size.* Shpg. wt. 11 lbs.

#17 G 0848E—Black . . . total cash price (includes 10% Fed. Excise Tax) . . . \$399.00

**OUR BETTER BLACK-DYED PERSIAN LAMB.** Fur Origin: Southwest Africa. Same style as above. Rayon and acetate lining. See sizes above. *State size.* Shpg. wt. 11 lbs.

#17 G 0805E—Black . . . total cash price (includes 10% Fed. Excise Tax) . . . \$325.00

**Northern Let-out Dyed Muskrat**

**B** Choicest, prime quality Northern muskrat skins specially selected for their rich, deep, thick furry texture dyed to perfection. Styled in the simple, enduring classic silhouette with lovely roll collar, full length sleeves and adjustable cuffs. Attractively patterned lining of Chromspun acetate. In addition, coat has arm-shields and wind cuffs. Length about 5 inches. Misses' sizes 10, 12, 14, 16, 18, 20. Size chart on opposite page. *State size.* Shpg. wt. 9 lbs.

#17 G 0837E—Brown . . . total cash price includes 10% Fed. Excise Tax) . . . \$479.00

Our items on these two pages are shipped from Philadelphia. Order and pay postage from your Sears Mail Order house. Buy our furs on Sears Easy Payment Plan. See inside back cover for details.

**A**  
PERSIAN LAMB  
OUR BEST  
\$399.00  
cash, tax included  
\$40 down,  
\$17.00 monthly  
Up to 24  
months to pay  
OUR BETTER  
\$325.00  
cash, tax included  
\$32.50 down,  
\$19.00 monthly  
Up to 17  
months to pay

**B**  
NORTHERN LET-OUT  
DYED MUSKRAT  
\$479.00  
cash, tax included  
\$48.00 down, \$21.00 monthly  
Up to 24 months to pay

Misses' sizes





**B** \$189.98  
cash, tax included  
\$19.00 down,  
\$13.00 monthly  
Misses' sizes



**A**  
Full-length  
Coat  
\$220.98 cash  
tax included  
\$22.50 down,  
\$14.00 monthly  
Up to 16 months  
to pay  
Misses' and  
Women's sizes

**D** \$189.98  
cash, tax included  
\$19.00 down,  
\$13.00 monthly  
Misses' sizes



**C**  
Full-length  
Coat  
\$220.98 cash  
tax included  
\$22.50 down,  
\$14.00 monthly  
Up to 16 months  
to pay  
Misses' sizes

## STUNNING DYED NORTHERN MUSKRATS IN TWO LENGTHS

### Hollander Dyed Northern Back Muskrat

Lustrous, thickly furred, beautifully marked muskrat specially selected from choice center back pelts to assure excellent value. Styled with large shawl collar, adjustable cuffs. Chromspun acetate lined. Armshields, wind cuffs.

- A** FULL-LENGTH COAT . . length about 45 inches. Misses' sizes 10, 12, 14, 16, 18, 20. Women's 38, 40, 42, 44. Size charts on page 28. *Please state size.*  
P17 G 0838E—Brown. Shpg. wt. 9 lbs. . . . . Total cash price \$220.98
- B** SHORT COAT . . length about 34 inches. Misses' sizes 8, 10, 12, 14, 16, 18, 20. Size chart on page 28. *Please state your correct size.*  
P17 G 0839E—Brown. Shpg. wt. 8 lbs. . . . . Total cash price \$189.98

### Moonglow Dyed Northern Flank Muskrat

Carefully selected, exquisitely matched pelts dyed a silvery blue-gray shade carefully fashioned into coats with a luxurious air. Roll collar, adjustable cuffs. Acetate and rayon lined. Armshields, wind cuffs.

- C** FULL-LENGTH COAT . . length about 44 inches. Misses' sizes 10, 12, 14, 16, 18, 20. Size chart on page 28. *Please state size.* Shpg. wt. 9 lbs.  
P17 G 0808E—Moonglow (silvery blue-gray). . . . . Total cash price \$220.98
- D** SHORT COAT . . length about 34 inches. Misses' sizes 8, 10, 12, 14, 16, 18, 20. Size chart on page 28. *Please state your correct size.* Shpg. wt. 8 lbs.  
P17 G 0809E—Moonglow (silvery blue-gray). . . . . Total cash price \$189.98

Prices of furs include 10% Federal Excise Tax. Furs on these two pages will be shipped from Philadelphia. Order and pay postage from your Sears mail order house.





**A**  
Our Best Dyed Rabbit  
\$98.98 cash, tax included  
\$10 down, \$9 monthly  
Up to 11 months to pay  
Our Better Dyed Rabbit  
\$65.98 cash, tax included  
\$7 down, \$6 monthly  
Up to 11 months to pay  
Misses' and Women's sizes



**B**  
Brown  
\$65.98 cash, tax included  
\$7 down, \$6 monthly  
Up to 11 months to pay  
Charcoal gray  
\$71.98 cash, tax included  
\$7.50 down, \$7 monthly  
Up to 10 months to pay  
Misses' sizes



**C**  
Charcoal gray  
\$93.98 cash, tax included  
\$9.50 down, \$8 monthly  
Up to 12 months to pay  
Brown  
\$87.98 cash, tax included  
\$9 down, \$8 monthly  
Up to 11 months to pay  
Misses' sizes



Brown **D**  
\$98.98 cash, tax included  
\$10 down, \$9 monthly  
Charcoal gray  
\$104.98 cash, tax included  
\$10.50 down, \$9 monthly  
→

Misses' sizes



**E**  
\$131.98 cash, tax included  
\$13.50 down, \$10.00 monthly

## RICH BROWN-DYED RABBIT in two Qualities

## DYED MOUTON-PROCESSED LAMB

First Time at Sears . . your choice of Four Lengths

Sears is noted for the beauty and excellence of its dyed mouton-processed lamb. We take pride in offering what we believe to be the best values obtainable in this type fur . . rich, glowing shades, wonderfully soft and luxurious. All coats expertly made, with adjustable cuffs, taped armholes, necklines and pockets. Fashioned in tasteful, basic, classic styles good for years to come. Lined with fine Chromspun acetate . . and for extra value and comfort, all have armshields and wind cuffs.

**B** TOPPER WITH ROLL COLLAR. Length about 32 inches.  
Misses' sizes 8, 10, 12, 14, 16, 18, 20. Size chart on page 28. State size.  
P17 G 0846E—Logwood (dark) brown. Shpg. wt. 9 lbs. Total cash price \$65.98  
P17 G 0847E—Charcoal gray. Shpg. wt. 9 lbs. Total cash price \$71.98

**C** TOPPER WITH SHAWL COLLAR. Length about 36 inches.  
Misses' sizes 8, 10, 12, 14, 16, 18, 20. Size chart on page 28. State size.  
P17 G 0844E—Charcoal gray. Shpg. wt. 9 lbs. Total cash price \$93.98  
P17 G 0845E—Logwood (dark) brown. Shpg. wt. 9 lbs. Total cash price \$87.98

**D** THREE-QUARTER LENGTH COAT. Length about 40 in. Pointed wing collar. State Misses' size 8, 10, 12, 14, 16, 18, 20. Size chart on page 28.  
P17 G 0842E—Logwood (dark) brown. Shpg. wt. 9 lbs. Total cash price \$98.98  
P17 G 0843E—Charcoal gray. Shpg. wt. 9 lbs. Total cash price \$104.98

**E** FULL-LENGTH COAT. Length about 44 inches. Shawl collar. In sizes for both misses and women.  
Misses' sizes 10, 12, 14, 16, 18, 20. Women's sizes 38, 40, 42, 44. Size charts, page 28. Please state size.  
P17 G 0812E—Logwood (dark) brown. Shpg. wt. 10 lbs. Total cash price \$131.98

Prices of furs include 10% Federal Excise Tax.  
See inside back cover for Sears Easy Terms.

Misses' and Women's sizes



# IMPORTANT FABRIC AND FASHION NEWS

For Women and Shorter Women

Precious wools in the most wanted weaves of the new season . . . all with a tone of richness, elegance and fashion-rightness . . . featuring the graceful silhouette

**A** EXCEPTIONALLY FINE BLEND of pure virgin wool (80%) and prime quality imported cashmere (20%) . . . so preciously soft and rich it looks and feels like 100% cashmere. Lovely, enduring classic lines enhanced by stitched trim at shoulders and picked edging on notched-back shawl collar, front facing and adjustable cuffs. Acetate satin lined. All wool interlined.

Women's sizes 38, 40, 42, 44, 46. Shorter Women's 16½, 18½, 20½, 22½, 24½, 26½. Size charts, page 100. State size. Wt. 7 lbs.

17 GU2512—lt. beige 17 GU2513—Med. gray  
17 GU2514—Black Each . . . . . \$44.98

Also in 90% Virgin Wool and 10% Cashmere. Same style as above with rayon twill lining and stitched reused wool interlining. See sizes above. State size. Shpg. wt. 7 lbs.

17 G U4500—light beige . . . . . \$32.98  
17 G U4501—Medium gray . . . . . 32.98

**B** OUR FINEST MILIUM LINED 100% PURE VIRGIN WOOL in a new, soft, luxury plush fabric with a subtle lustrous sheen. Exquisitely fashioned with a pointed "V" yoke in back. Hand picked edge on the pointed collar . . . with new sleeve interest, stylishly narrowed at the wrist. Milium insulated crepe-back acetate and rayon satin lining.

Women's sizes 34, 36, 38, 40, 42, 44.

Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. See size charts on page 100. State size. Shipping weight 7 pounds.

17 GU2516—lt. beige 17 GU2517—Rose taupe  
17 GU2518—Med. blue Each . . . . . \$49.98

Also: Our Better 100% Pure Virgin Wool. Same style as above with rayon twill lining and stitched reused wool interlining. Sizes above. State size. Shipping weight 7 lbs.

17 GU4505—lt. beige 17 GU4506—Charcoal gray  
17 GU4507—Med. blue Each . . . . . \$32.98

**C** MILIUM LINED. BRIGHT STAR on the fashion horizon . . . 100% sheep's wool chinchilla cloth with its neat, pebbly texture and crisp colors . . . presented in a coat of unmistakable classic beauty, with a pointed collar, notched cuffs, and a fine lining of acetate satin that's Milium insulated.

Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½. See size chart on page 100. State size. Shipping weight 7 pounds.

17 GU2520—Peacock blue 17 GU2521—Rose  
17 GU2522—Medium gray Each . . . . . \$39.98

**D** 100% PURE VIRGIN WOOL BOUCLE TWEEDS are on the ascendancy for the new season . . . and few are more in demand than this lovely textured, two-color tweed styled to your liking in your favorite shawl collar silhouette with tapering sleeves and butterfly cuffs. Handsomely lined with rayon and acetate taffeta, stitched reused wool interlining. Reasonably priced.

Women's sizes 34, 36, 38, 40, 42, 44. Larger Women's 46, 48. Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. See size charts on page 100. State size. Shipping wt. 7 lbs.

17 G U4509—Black and white . . . . . \$29.98  
17 G U4510—Brown and white . . . . . 29.98  
17 G U4511—Copen blue and black . . . . . 29.98

**E** POLISHED ZIBELINE of pure virgin wool . . . smooth and sophisticated . . . dressy and elegant . . . employs stitching to its best fashion advantage . . . it adorns front and back yoke, collar and cuffs in a most unique way. Comfortable silhouette with controlled fullness. Rayon and acetate taffeta lining. Stitched reused wool interlining.

Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½. See size chart on page 100. State correct size. Shipping weight 7 pounds.

17 G U4514—Med. gray 17 G U4515—Beige  
17 G U4516—Med. blue 17 G U4517—Black  
Each . . . . . \$29.98

**IMPORTANT . . . New Faster Service** from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. See inside back cover for details on Sears Easy Terms.



**A**  
80% Wool,  
20% Cashmere  
\$44.98  
cash, \$4.50 down  
Women's and Shorter Women's sizes

**B**  
100% Virgin Wool  
Our Finest Our Better  
\$49.98 \$32.98  
cash, \$5.00 down cash, \$3.50 down  
Women's and Shorter Women's sizes

For no more per month than you would pay for either of these coats in our better quality fabrics, you can enjoy the luxury of these coats in our best quality fabrics . . . use Sears Easy Terms.





**C**  
\$39.98  
cash, \$4.00 down  
Shorter Women's  
sizes



**D**  
\$29.98  
cash, \$3.00 down  
Women's and Shorter  
Women's sizes;  
Also Larger  
Women's sizes



**E**  
\$29.98  
cash, \$3.00 down  
Shorter Women's  
sizes

See descriptions  
on opposite  
page

For other Women's Coats,  
see pages 3, 5 and 37



See the colors of coats shown on these two pages on page 23

PCBMN PAGE 33 .. COATS



## KERRYBROOKES for Women and Shorter Women

*Adapted for the budget and fashion-minded from the season's smartest silhouettes . . . to impart a young and slim look . . . and cost so little*

**A**  
\$22.98  
cash, \$2.50 down

**A** TWO-TONE HARMONY in gray yarn-dyed coating of premium grade reprocessed wool. Expertly tailored, it's a truly versatile fashion at a thrifty price. It converts from a buttoned beauty into a stunning tuxedo with nary a buttonhole showing because they are concealed in the seam of the facing. Collar, facing and cuffs trimmed in contrasting tone. Rayon and acetate iridescent taffeta lined. Stitched reprocessed wool interlined.  
Women's sizes 34, 36, 38, 40, 42, 44. Shorter Women's 12½, 14½, 16½, 18½, 20½, 22½. Size charts, page 100. State size. Shpg. wt. 7 lbs.  
17 G U4524-Dark gray with light gray trim. . . . . \$22.98  
17 G U4525-Light gray with dark gray trim. . . . . \$22.98

**B** THE NEW FLECKS are a crisp, happy fashion vogue . . . dark backgrounds are richly enlivened with scattered, brightly colored nubs and the entire surface delicately frosted with white. It's an attractive, economical fabric of 90% reprocessed wool and 10% viscose rayon. Traditional styling combined with controlled fullness for a fall '56 silhouette. Lined with rayon and acetate iridescent taffeta. Interlined with stitched reprocessed wool.  
Women's sizes 34, 36, 38, 40, 42, 44. Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. Size charts on page 100. State size. Wt. 6 lbs.  
17 G U6504-Slate dk. blue. \$22.98  
17 G U6505-Black. . . . . 22.98  
17 G U6506-Dark brown. . . . . 22.98

**C** A SMALL CHECK that bears big fashion interest because it's soft and subdued in deference to good taste and current fashion edicts . . . done for you in pure virgin wool at a thrifty price. Stylishly detailed with a lovely V-yoke in back, shawl collar and adjustable cuffs. Rayon and acetate iridescent taffeta lined. Interlining is stitched reprocessed wool.  
Women's sizes 34, 36, 38, 40, 42, 44. Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. Size charts on page 100. State size. Shpg. wt. 6 lbs.  
17 GU6500-Beige. . . . . \$21.98  
17 GU6501-Light gray. . . . . 21.98  
17 GU6502-Powder lt. blue 21.98

**IMPORTANT . . . New Faster Service** from Chicago. Now all fashions stocked in and shipped from Chicago to give you faster service

• See Fabric Samples at Sears Catalog Sales Office . . . Friendly clerks will help you in your selections and ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices

**B**  
\$22.98  
cash, \$2.50 down

**C**  
\$21.98  
cash, \$2.50 down  
For Bag,  
see Page 165



## Our Big SUNSHINE OR SHOWER

*Fashion story begins here*

*Everything that's New and Fashion  
Right! All are water-repellent . . .  
including linings. All coats on this  
page have Milium insulated linings.  
(More on next 2 pages.)*

*Sizes for Juniors and Misses*

**A** FINE PINWALE COTTON CORDUROY casual adorns its deep cuffs with buttons for stylish accent. Insulates its acetate and rayon lining with Milium for extra any-weather comfort . . . and adds a matching hat for rainy day protection. Storm tab. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. Please state size.* Shipping weight 4 lbs.

17 GU7625-Bright red.....\$12.98  
17 GU7626-Turquoise blue.. 12.98  
17 GU7627-Copper rust.... 12.98

**B** NOVELTY RAYON AND ACETATE FABRIC displays "brushed" stripe effect for a most interesting pattern. Side entrance pockets introduce original note in the form of overlapping triangle-shaped self-fabric trim with button decoration. Rayon and acetate lining is Milium insulated. Matching hat. Storm tab.

*Junior sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size.* Shpg. wt. 4 lbs.

17 G U7646 — Black background with rose and white.....\$19.98  
17 G U7647 — Black background with peacock blue and white.\$19.98

**C** CONVERTIBLE COLLAR CLASSIC in sturdy, solid color cotton poplin. Top half of lining is solid color Milium insulated rayon and acetate iridescent taffeta; lower half is multicolor plaid rayon and acetate taffeta. Concealed fly front button closing. Complete with "fisherman's" hat.

*Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. State size.* Shipping weight 3 lbs.

17 G U7629-Natural beige..\$12.98  
17 G U7630-Navy blue.... 12.98

**D** NOW, THE FEMININE AND FITTED SILHOUETTE has invaded the rainwear scene in a new princess-waist guise other than the familiar trench coat. Here it is represented in rayon and acetate gabardine showered with tiny velvety figures. Novel harmonizing color contour belt is leather-like plastic. Milium insulated taffeta lining of rayon and acetate. With matching hat. Storm tab. *Misses' sizes 8, 10, 12, 14, 16, 18. See size chart on page 100. State size.* Shipping weight 4 pounds.

17 G U7639-Navy blue...\$19.98  
17 G U7640-Dark gray... 19.98  
17 G U7641-Black..... 19.98

Sears Easy Terms are available.  
See inside back cover.

**B**  
Coat and Hat  
\$19.98  
Juniors' and  
Misses' sizes

**A**  
\$12.98  
Coat and Hat  
Juniors' and  
Misses' sizes

**C**  
\$12.98  
Coat and Hat  
Juniors' and  
Misses' sizes

**D**  
\$19.98  
Coat and Hat  
Misses' sizes



PCX PAGE 35.. COATS



Continuing Our Versatile and Fashion-right Assortment of  
**SUNSHINE OR SHOWER FASHIONS**

Water-repellent, including linings. All have storm tabs

**A** CALIFORNIA-LOOMED homespun-type cotton tweed... sensational best seller. Matching hat. Adjustable cuffs. Milium insulated rayon and acetate iridescent taffeta lined. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' 8, 10, 12, 14, 16, 18. Size charts, page 100. State size. Shpg. wt. 4 lbs.*  
17 G U7412—Brown and white.....\$19.98  
17 G U7413—Black and white..... 19.98  
17 G U7414—Turquoise blue and brown... 19.98

**B** NEW, FASHION-WISE brushed rayon and acetate tweed with collar that converts to hood. Milium insulated rayon and acetate iridescent taffeta lined. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shipping wt. 4 lbs.*  
17 G U7654—Black and white mixture.....\$24.98  
17 G U7655—Brown and white mixture..... 24.98  
17 G U7656—Copen blue and navy mixture... 24.98

**C** ALL WOOL DONEGAL-TYPE TWEED. Milium insulated rayon and acetate iridescent taffeta lining. Cuffs adjust. Size charts, pg. 100. Wt. 4 lbs. *Misses' sizes 10, 12, 14, 16, 18, 20. State size.*  
17 G U7657—Black and white mixture...\$26.98  
17 G U7658—Navy and white mixture.... 26.98  
17 G U7659—Beige and white mixture.... 26.98

**D** COAT AND HAT in pinwale cotton corduroy. Umbrella and lining in harmonizing striped rayon and acetate taffeta. Adjustable cuffs. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. Please state size. Shpg. wt. 4 lbs.*  
17 G U7632—Bright red 17 G U7634—Dark green  
17 G U7633—Peacock blue Each.....\$16.98  
*Petite Misses' sizes 8S, 10S, 12S, 14S, 16S, 18S. Size chart, page 14. State size. Shpg. wt. 4 lbs.*  
17 G U7660—Bright red.....\$16.98  
17 G U7661—Peacock blue..... 16.98

**E** RAYON AND ACETATE FLANNEL COAT AND HAT. Fish and net design. Harmonizing solid color rayon and acetate iridescent taffeta lining, umbrella. Shipping weight 4 pounds. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. Please state correct size.*  
17 G U7650—Medium gray.....\$19.98  
17 G U7651—Light brown..... 19.98  
*Petite Misses' sizes 8S, 10S, 12S, 14S, 16S, 18S. Size chart, page 14. Please state correct size.*  
17 G U7671—Medium gray.....\$19.98  
17 G U7672—Light brown..... 19.98

**F** RAYON AND ACETATE GABARDINE COAT AND HAT. Umbrella, lining, adjustable cuffs and collar in harmonizing striped rayon and acetate taffeta. *Juniors' sizes 9, 11, 13, 15, 17. Misses' 10, 12, 14, 16, 18, 20. Size charts, page 100. State size.*  
17 G U7636—Navy blue 17 G U7638—Copper tan  
17 G U7637—Black Each, Wt. 4 lbs...\$16.98  
*Women's sizes 38, 40, 42, 44. Size chart on page 100. Please state size. Shipping weight 4 lbs.*  
17 G U7687—Navy blue.....\$17.98  
17 G U7688—Black..... 17.98

**G** RAYON AND ACETATE FLANNEL with woven design. Adjustable cuffs. Matching hat. Milium insulated rayon and acetate taffeta lined. Size charts, page 100. Shpg. wt. 4 lbs. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.*  
17 G U7643—Dark gray; gold color design...\$19.98  
17 G U7644—Medium blue; pink design.... 19.98  
17 G U7645—Med. brown; blue design..... 19.98  
*Women's sizes 38, 40, 42, 44, 46. State size.*  
17 G U7664—Dark gray; gold color design...\$21.98  
17 G U7665—Medium blue; pink design.... 21.98  
17 G U7666—Med. brown; blue design..... 21.98

**H** NEW BELTED TRENCH STYLE COTTON POPLIN. Multicolor plaid lining of rayon and acetate taffeta. Self-fabric belt. Matching hat. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' 8, 10, 12, 14, 16, 18. Size charts, page 100. State size. Wt. 3 lbs.*  
17 G U7675—Natural beige 17 G U7676—Navy blue  
17 G U7677—Light aqua green.....Each \$16.98

**IMPORTANT**... New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Sears Easy Terms on inside back cover.



**B**  
\$24.98  
cash, \$2.50 down  
Juniors' and  
Misses' sizes

THESE  
3 COATS  
MILIUM LINED



**A**  
\$19.98  
Coat and  
Hat  
Juniors'  
and  
Misses'  
sizes



**C**  
\$26.98  
cash,  
\$3 down  
Misses'  
sizes



D

\$16.98

Coat, Hat and  
Umbrella  
Juniors' and  
Misses' sizes;  
Also Petite  
Misses' sizes



E

\$19.98

Coat, Hat and  
Umbrella  
Juniors' and  
Misses' sizes;  
Also Petite  
Misses' Sizes



F

Coat, Hat and  
Umbrella  
\$16.98  
Juniors' and  
Misses' sizes  
\$17.98  
Women's sizes



G

Coat and Hat  
\$19.98  
Misses' sizes

\$21.98

cash, \$2.50 down  
Women's sizes  
MILUM LINED



H

\$16.98

Coat and  
Hat  
Juniors' and  
Misses' sizes



See opposite  
page for  
descriptions



Our Greatest Variety Ever . .

Suit Wonders to Make Your Selections Easy

## Here Are Our Best BOXY SUITS

featuring the easy-to-wear silhouette in all its most glamorous aspects . . Misses' sizes

**A** 3-PIECE ENSEMBLE. This is a fine example of the extent of the versatility of this up-to-the-minute fashion idea . . boxy jacket in a delightful two-tone plaid of 100% sheep's wool chinchilla cloth; skirt, blouse and belt in wonder-wearing pure wool kasha flannel. Jacket about 25 inches long; lined with rayon and acetate crepe. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 4 lbs.  
17 G U8800—Black and white plaid; black flannel  
17 G U8801—Brown and white plaid; brown flannel  
3-piece ensemble . . . . . \$39.98

**B** 3-PIECE ENSEMBLE . . MILIUM LINING . . a fashion gem to sparkle in your wardrobe . . with the slim look prevailing throughout. Coat and sheath skirt in pure wool tweed boucle; blouse in knit wool jersey. The trio stars as a unit or does wonders when mated to your other fashion items. Coat lined with Milium insulated rayon and acetate taffeta. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 5 lbs.  
17 G U8813—Black and white; black wool jersey blouse  
17 G U8814—Brown and white; brown wool jersey blouse  
3-piece ensemble . . . . . \$45.00

**C** STRAIGHT AND SLIM is the style theme of this fashionwise two-piecer. It's enriched by genuine suede leather trim on collar, pockets of jacket and skirt. The front and back seaming further contribute to its tall, slim look. A grand tweed of 85% wool, 10% imported cashmere, 5% silk. Jacket about 23 inches long; rayon and acetate taffeta lined. Dry clean.  
Misses' sizes 10, 12, 14, 16, 18. See size chart on page 100. Please state size. Shipping weight 3 pounds.  
17 G U8815—Charcoal gray; red suede leather trim  
17 G U8816—Light beige; brown suede leather trim  
17 G U8817—Navy blue; navy suede leather trim  
2-piece ensemble. (Blouse shown not included.) \$19.98

**D** TWO-PIECE COSTUME: a stunning, slim jacket over back-zipped sleeveless sheath jumper that faithfully interprets the important empire look . . both in rich all wool tweed. Harmonizing color wool knit at neckline, front and wrist of the bracelet-length push-up sleeves. Jacket about 22 inches long; rayon and acetate taffeta lined. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 3 lbs.  
17 G U8818—Black and white . . . . . \$19.98  
17 G U8819—Brown and white . . . . . 19.98

**E** 3-PIECE ENSEMBLE all in two-tone plaid woolen tweed, with the jacket and blouse both lined with rayon and acetate taffeta . . both also display coin-size button closing. Additional interest is found in the wide tab trim on jacket sides and in the novel neck and sleeve cross trim on the blouse. The new fabric with its frosty flecks is woven of 90% reprocessed wool and 10% new wool. Jacket about 26 in. long. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 4 lbs.  
17 G U8810—Red and black . . . . . \$24.98  
17 G U8811—Medium blue and black . . . . . 24.98  
17 G U8812—Copper rust and black . . . . . 24.98

### FABULOUS ODYNA STOLE

**F** Fashion's Newest Accessory . . MILIUM LINED . . adds the look of luxury to every item in your wardrobe . . especially your suits. Made of miracle Dynel and Orlon\*, it mimics expensive fur in color and texture, even has to be cleaned like fur. Milium insulated acetate satin lining. Misses' sizes small (8-10); medium (12-14); large (16-18). Size chart on page 100. IN STRIPES. Sizes above. Please state size. Shipping weight 4 pounds.  
17 G U1984—Silver-gray tones . . . . . \$44.98  
IN SOLID COLOR. Sizes above. State size. Wt. 4 lbs.  
17 G U1986—Blonde beige . . . . . \$29.98  
17 G U1987—Platinum gray . . . . . 29.98

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**A**  
\$39.98  
cash, \$4.00 down  
3-Piece  
Ensemble

**B**  
\$45.00  
cash, \$4.50 down  
3-Piece  
Ensemble

\*DuPont trademark for acrylic fibers





**C**  
\$19.98  
2-Piece  
Ensemble



**D**  
\$19.98  
2-Piece  
Ensemble



**E**  
\$24.98  
cash, \$2.50 down  
3-Piece  
Ensemble



**F** →  
Striped Odyne  
\$44.98  
cash, \$4.50 down  
Solid Odyne  
\$29.98  
cash, \$3 down



See descriptions on opposite page

FOR PAGE 39 .. SUITS



## The Flattering FITTED SUIT

*provides a subtle curve, a sheath look  
or a tiny waist . . . and all this with  
easy wearability a prime factor too*

These are our finest fitted suits in misses' sizes and feature our best workmanship . . . including full inner-facings of tailors' canvas, handmade buttonholes, moulded hipline

**A** THE SMARTEST WAY to dress up this gorgeous new tweed of pure virgin wool worsted is found in the unique buttoned-trimmed scalloped detail at the hipline. Rayon and acetate crepe lined jacket about 24 inches long. Misses' sizes 10, 12, 14, 16, 18, 20. See size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G U8802—Black and white. . . . \$39.98  
17 G U8803—Brown and white. . . . 39.98

**B** PURE VIRGIN WOOL SPLASH WEAVE is a top number in the fabric hit parade. Here it is simply expressed in a tasteful suit with slot seam strap on the collar as a sprightly new fashion idea . . . definitely a suit destined for a very active life. Jacket lined with rayon and acetate crepe, about 23 inches long. Misses' sizes 10, 12, 14, 16, 18, 20. See size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G U8827—Peacock blue. . . . \$19.98  
17 G U8828—Charcoal gray. . . . 19.98  
17 G U8829—Copper brown. . . . 19.98

**C** A RICH, FINE, CLOSELY WOVEN pure virgin wool worsted flannel is used to express the soft, feminine fashion mood of the moment . . . the jacket curves gently; its novel collar, tab trim and pockets also employ the same theme. Rhinestone ornaments spark the left tab. Rayon and acetate crepe lined jacket about 24 inches long. Misses' sizes 10, 12, 14, 16, 18. Size chart, page 100. Please state size. Shpg. wt. 3 lbs. 17 G U8807—Medium gray. . . . \$29.98  
17 G U8808—Medium blue. . . . 29.98  
17 G U8809—Medium brown. . . . 29.98

**D** CREPE SUITING is both dressy and practical . . . of finely woven crease-resistant rayon and acetate it adapts itself to all manner of detail such as seen in the intricate tucking at the bottom of the jacket front. Button trim on the front pleat of the straight skirt. Rayon and acetate crepe lined jacket about 23 in. Misses' sizes 10, 12, 14, 16, 18, 20. See size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G U8821—Light gray. . . . \$16.98  
17 G U8822—Medium brown. . . . 16.98  
17 G U8823—Medium blue. . . . 16.98

**E** PURE VIRGIN WOOL WORSTED SHEEN GABARDINE varies the usual crisp, tailored look by paneling the front most effectively and adding a rhinestone-trimmed gold-color ornament. Lined with rayon and acetate crepe, jacket is about 23 inches long. Misses' sizes 10, 12, 14, 16, 18, 20. Size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G U8804—Black. . . . 17 G U8805—Beige  
17 G U8806—Navy blue. . . . Each. . . . \$29.98

**F** THE WAIST TINY, the hip moulded, the skirt softly full and swishy . . . it's the strictly feminine way to look in a suit. An especially nice quality of flannel woven of 80% virgin wool and 20% miracle Dacron<sup>®</sup>. Jacket, lined with rayon and acetate crepe, about 22 in. long. Misses' sizes 10, 12, 14, 16, 18. Size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G U8830—Charcoal gray. . . . \$19.98  
17 G U8831—Medium gray. . . . 19.98  
17 G U8832—Dark brown. . . . 19.98  
®DuPont trademark for polyester fabric

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For Bag,  
see Page 167

**A**  
\$39.98  
cash, \$4.00 down  
Misses' sizes

**B**  
\$19.98  
Misses' sizes

\* See Fabric Samples at Sears Catalog Sales Offices.  
See pages 1477 to 1481 for phone numbers and locations





C

\$29.98  
cash, \$3.00 down  
Misses' sizes



D

\$16.98  
Misses' sizes



E

\$29.98  
cash, \$3.00 down  
Misses' sizes



F

\$19.98  
Misses' sizes

See descriptions on opposite page



# ALL THAT'S NEW AND FASHION RIGHT . . AT THRIFTY PRICES

*The New Flecks . . Your Favorite Solids . . in Figure-following  
Silhouettes or Straight Boxy Lines . . Misses' sizes*

**A** A WEALTH OF INTRICATE TUCKING on collar, with the addition of tiny buttons on hips and cuffs distinguishes this fitted classic in crease-resistant, worsted-like rayon and acetate flannel. Jacket about 25 inches; rayon and acetate crepe lined. *State Misses' size 10, 12, 14, 16, 18, 20. Size chart on page 100. Shipping weight 3 lbs.*

17 G U8836—Medium blue. . . . . \$17.98  
17 G U8837—Medium brown. . . . . 17.98  
17 G U8838—Dusty teal blue-green. . . 17.98

**B** EXEMPLIFYING THE NEWEST in detail. It's fine, crease-resistant rayon and acetate crepe with curved pockets in front, plus half-belt and clever back flap on the jacket. A series of pleats topped by button-trimmed band highlights the back of skirt. Jacket about 23 inches long; lined with rayon and acetate taffeta. *State Misses' size 10, 12, 14, 16. Size chart on page 100. Shpg. wt. 3 lbs.*

17 G U8839—Charcoal gray; pink splash  
17 G U8840—Dark brown; beige splash  
17 G U8841—Medium blue; white splash  
Each. . . . . \$12.98

**C** 3-PIECE ENSEMBLE. Dark toned pure wool flannel sprinkled with fine white flecks for the mandarin collared jacket and skirt. Multi-colored knit cotton striped blouse. Jacket about 23 in.; has 3-quarter length sleeves; rayon and acetate taffeta lined. Dry clean.

*Misses' sizes 10, 12, 14, 16. Size charts on page 100. State size. Shipping weight 4 lbs.*  
17 GU8000—Black 17 GU8001—Navy blue  
17 G U8002—Dark brown. . . . . Each \$13.98

**D** THE EDWARDIAN FEELING expressed in a great all-'rounder . . rich pure wool tweed tastefully tailored in the simple, straight boxy lines adaptable for career, campus, city or country. Large flaps (no pockets) and a touch of rayon velvet on the collar are smart fashion accents. Jacket about 23 inches long; rayon and acetate taffeta lined. *State Misses' size 10, 12, 14, 16, 18. Size chart, page 100. Shpg. wt. 3 lbs.*

17 G U8845—Medium gray; black velvet  
17 G U8846—Medium blue; black velvet  
17 G U8847—Copper rust; brown velvet  
Each. . . . . \$12.98

**E** FROSTY-FLECKED pure wool flannel displays a pompon-trimmed neck cord. Pocket flaps (no pockets) on front are repeated for fashion interest in back. Jacket about 23 in. long; lined with rayon and acetate taffeta. *Misses' sizes 8, 10, 12, 14, 16. Size charts, page 100. State size. Wt. 3 lbs.*

17 G U8850—Spice brown (medium) \$12.98  
17 G U8851—Medium gray. . . . . 12.98  
17 G U8852—Teal blue. . . . . 12.98

**F** VERY UNUSUAL and exceedingly smart flecked wool tweed . . the straight boxy silhouette adds a distinctive collar of dyed mouton-processed lamb, tailors the front with a curving panel and the back with a novel button-trimmed flange. Jacket about 23 in.; rayon and acetate taffeta lined. *State Misses' size 8, 10, 12, 14, 16. See size chart on page 100. Shipping wt. 3 lbs.*

17 G U8853—Medium gray; gray fur  
17 G U8854—Teal blue; gray fur  
17 G U8855—Spice brown (med.); brown fur  
Each. . . . . \$14.98

**G** RICH-TEXTURED PURE VIRGIN WOOL TWEED strikes an original note by using self-fabric tabs and wood toggle closings on the jacket . . also harmonizing striped cotton jersey is used to line the face-framing, detachable hood. Jacket about 23 inches long; lined with rayon and acetate taffeta. *State Misses' size 8, 10, 12, 14, 16. See size chart on page 100. Shipping wt. 3 lbs.*

17 G U8842—Spice brown (medium) \$16.98  
17 G U8843—Medium gray. . . . . 16.98  
17 G U8844—Teal blue. . . . . 16.98

**IMPORTANT . . New Faster Service** from Chicago. Now all fashions stocked in and shipped from Chicago to give you much faster service. Easy Terms on inside back cover



**C**  
\$13.98  
3-Piece Ensemble

**A**  
\$17.98

**B**  
\$12.98





D  
\$12.98

E  
\$12.98

F  
\$14.98

G  
\$16.98

See descriptions on opposite page

• See Fabric Samples at Sears Catalog Sales Office . . Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices.



## YOUTHFULLY-YOURS KERRYBROOKES

Suits with the fitted, moulded lines . . . or the boxy silhouette . . . for the graceful trim look that fashion decrees for Fall '56 . . . our finest workmanship including tailor's canvas innerfacings, handmade buttonholes. Rayon and acetate crepe lined jackets. 5-gore, sag-resisting skirts with deep hems, front pleats.

**A** THE INDISPENSABLE TAILORED SUIT that reflects fashion's skillful adaptation of the classic to the modern tempo. Note the gentle roll of the collar, the subtle curve at the hip. Our finest wool worsted sheen gabardine. Rhinestone ornament. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½ . . . jacket about 24 inches long. *Women's sizes* 34, 36, 38, 40, 42, 44 . . . jacket about 25 inches long. Size charts, page 100. *State size*. Shpg. wt. 4 lbs.  
17 G U8500—Navy blue    17 G U8501—Black  
17 G U8502—Beige        Each . . . . . \$32.98

**B** A MASTERFUL SERIES OF FRONT TUCKING creates a beautiful front yoke . . . tucking repeats on the pocket edges . . . and it's functional too, for it imparts an illusion of height and slimness . . . an ideal mating of fashion with practicality. Our finest pure worsted wool flannel that's heavenly soft and rich. Jacket about 24 inches long. *State Shorter Women's size* 12½, 14½, 16½, 18½, 20½, 22½. Size chart, page 100. Shpg. wt. 4 lbs.  
17 GU9500—Medium gray    17 GU9501—Med. blue  
17 GU9502—Medium brown    Each . . . . . \$34.98

**C** A SUIT with all those little refinements of good taste . . . like the scroll and arrowhead trim across the front at the pockets . . . even the shape of the collar defies the commonplace by forming a curve below the notch. In our best worsted wool crepe. Jacket is about 24 in. long. *State Shorter Women's size* 14½, 16½, 18½, 20½, 22½, 24½. Size chart on page 100. Shpg. wt. 4 lbs.  
17 GU9503—Navy blue    17 GU9504—Dk. green  
17 GU9505—Dk. brown    Each . . . . . \$29.98

**D** THE BOXY JACKET SUIT in all its loveliness . . . with the jacket falling naturally to meet the straight skirt . . . all to make you seem taller, slimmer, more graceful, yet enjoying the casual comfort for which boxy suits are famous. In a rich blend of fine virgin wool (80%) and rabbits' hair (20%). Jacket about 24 in. long. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size*. Shpg. wt. 4 lbs.  
17 G U9506—Light cocoa brown . . . . . \$21.98  
17 G U9507—Medium blue . . . . . 21.98  
17 G U9508—Wine red . . . . . 21.98

**E** THE ENSEMBLE is right at the height of its popularity. Here we present this wonderful, versatile and economical idea in a glamorous wool tweed for the jacket and its companion skirt. The blouse is in harmonizing color of rayon and acetate crepe to match the jacket lining. Wear as go-togethers or let each team up with other items in your wardrobe. Jacket about 36 in. Dry clean. *State Shorter Women's size* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. Shpg. wt. 4 lbs.  
17 G U9510—Medium gray . . . . . \$24.98  
17 G U9511—Medium brown . . . . . 24.98

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A

\$32.98

cash, \$3.50 down  
Women's and  
Shorter Women's  
sizes

B

\$34.98

cash, \$3.50 down  
Shorter Women's  
sizes





**C**  
\$29.98  
cash, \$3.00 down  
Shorter Women's  
sizes



**D**  
\$21.98  
cash, \$2.50 down  
Shorter Women's  
sizes



**E**  
\$24.98  
cash, \$2.50 down  
3-Piece Ensemble  
Shorter Women's  
sizes

For Bag,  
see page 164

See descriptions on opposite page





Economical Take-offs on the Most Glamorous 1956 Fall Suits . .

## Fashioned for the BUDGET CONSCIOUS

Included are Women's and Shorter Women's Sizes

**A** LOVELY CREASE-RESISTANT rayon and acetate crepe suiting for a simple little suit that achieves fashion importance with a welt-stitched and embroidered "dot" motif for sunburst effect in front . . plus additional "dot" trim at the pockets. Jacket about 24 inches long; rayon and acetate crepe lining. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 34, 36, 38, 40, 42, 44. Size charts, page 100. *State size.* Shpg. wt. 4 lbs.

17 G U9518—Light gray 17 G U9519—Med. brown  
17 G U9520—Medium blue Each.....\$17.98

**B** SLIM-LOOK BOXY SUIT in 90% wool and 10% imported cashmere, is aglow with fashion excitement via its simulated jeweled trapunto on cardigan front. Exceedingly sound buy at this Sears low price. Jacket about 24 in.; rayon and acetate taffeta lining.

*Shorter Women's sizes* 12½, 14½, 16½, 18½, 20½, 22½. Size chart, page 100. *State size.* Shpg. wt. 4 lbs.  
17 G U9521—Black 17 G U9522—Moss green (med.)  
17 G U9523—Peacock blue.....Each \$19.98

**C** THRILLING SUIT NEWS expressed in closely spaced rows of stitched trim in two novel front panels . . and each topped by a clever little tab. Crease-resistant rayon and acetate flannel that looks like pure worsted. Jacket about 23 inches long; lined with rayon and acetate crepe.

*Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size.* Shpg. wt. 4 lbs.  
17 G U9515—Light gray 17 G U9516—Med. brown  
17 G U9517—Medium blue Each.....\$19.98

**D** YOUR FAVORITE CLASSIC silhouette with the simple uncluttered lines that never exceed the bounds of good taste. It's done in the mode of today with extra emphasis on the feminine, softer look. A lovely ribbed suiting of crease-resistant rayon and acetate that resembles worsted. Jacket about 24 inches long; rayon and acetate taffeta lining.

*Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size.* Shpg. wt. 4 lbs.  
17 G U9526—Deep blue 17 G U9528—Wine  
17 G U9527—Spice brown (medium).....Each \$12.98

**E** ANOTHER VERSION OF THE FAMED CLASSIC, points its collar, adds rhinestone decorated tabs at the bust and slants its pockets . . all in a most effective fashion. Nicely tailored in a smart, crease-resistant splash weave rayon and acetate crepe. Jacket about 23 inches long; rayon and acetate taffeta lined.

*Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size.* Shpg. wt. 4 lbs.  
17 G U9529—Charcoal gray with pink.....\$12.98  
17 G U9530—Dark brown with beige.....12.98  
17 G U9531—Navy blue with light blue.....12.98

**F** THE FLATTERING LINES of the popular boxy jacket suit interpreted in a new, interesting tweed woven of wool (81%), nylon (11%), cotton and rayon (8%). It has a pleasing background of flecked multicolor pastel nubs. Jacket about 24 inches long; lined with rayon and acetate taffeta.

*Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 34, 36, 38, 40, 42, 44. Size charts on page 100. *Please state size.* Shipping weight 4 lbs.  
17 G U8507—Charcoal gray 17 G U8508—Dk. brown  
17 G U8509—Avocado (medium) green... Each \$12.98

**G** NEW HOMESPUN-TYPE SPLASH WEAVE in a boxy version with city and country airs. Woven of 85% wool fortified with 15% nylon. Decorative flaps indicate where you'd ordinarily find pockets (there's a small change pocket above the right flap). Jacket about 24 in.; rayon and acetate taffeta lined.

*Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size charts, page 100. *State size.* Shpg. wt. 4 lbs.  
17 G U9532—Charcoal gray with pink splash...\$16.98  
17 G U9533—Dark brown with pink splash...16.98

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↑ **B**  
\$19.98  
Shorter Women's  
sizes

↑ **C**  
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Shorter Women's  
sizes

↑ **A**  
\$17.98  
Women's and  
Shorter Women's  
sizes





**D**  
\$12.98  
Shorter Women's  
sizes



**E**  
\$12.98  
Shorter Women's  
sizes



**F**  
\$12.98  
Women's and  
Shorter Women's  
sizes



**G**  
\$16.98  
Shorter Women's  
sizes

*See descriptions on opposite page*

• See Fabric Samples at Sears Catalog Sales Offices . . Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices.





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\$22.98  
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Sizes  
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## Presenting THE HIGH FASHION DRESS IN SILK FAILLE

PRINCESS SHEATH AND BOLERO IN PURE SILK FAILLE . . an exquisite ensemble in an exquisite, finely ribbed fabric with a crisp texture and soft sheen. This flattering smooth-line dress has a handsomely detailed scoop-neck with rhinestone ornaments; long back zipper; 2-gore skirt back. Brief bolero has smart cutaway front to give you the ultra-fashionable Empire-look . . semi-lining of rayon taffeta. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18. Please measure; order your correct size.*

31 G U7721—Navy blue . . . \$26.98    31 G U7722—Black . . . \$26.98

NEW BACK-SWEPT SHEATH IN PURE SILK FAILLE . . very fashionable silhouette in an elegant, finely ribbed fabric with a crisp texture and subtle luster. This smart sophisticated dress is very new, very flattering . . has a smooth elongated bodice, long hipline accented by pockets in front and bow in back. Back-swept skirt has unpressed pleats. Becoming square-neck in front, shallow scoop-neck in back; tapered sleeves; long back zipper. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

31 G U7724—Navy blue . . . \$22.98    31 G U7725—Black . . . \$22.98





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this catalog . . see index



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Sizes  
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\$17.98  
Sizes  
12T to 20T

## Presenting THE EMPIRE-LOOK IN NEW TWEEDS

**RICHLY TEXTURED WOOL AND SILK . .** a beautiful blend of 55% wool and 45% silk with smart black and white nubs . . one of our newest, most expensive fabrics. This very handsome dress has a smooth elongated midriff with high bodice detail for the ultra-fashionable Empire look . . very new, very flattering. Skirt has 2-gore back, kick pleat; sideseam pockets. Long back zipper; rhinestone ornament. Semi-lining of rayon taffeta. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.*

31 G U7727-Medium gray \$22.98 31 G U7728-Taupe (med.) brown \$22.98

**BEAUTIFUL RAYON AND SILK . .** subtly lustrous fabric in a rich new nub-and-stripe weave. This ultra-fashionable dress has high bodice detail for a smooth elongated line . . an easy-to-wear interpretation of the new Empire look. Flared 5-gore skirt; hand bound buttonholes. Dry clean.

*Misses' sizes 12, 14, 16, 18, 20. Measure; order correct size. Shpg. wt. 3 lbs.*  
31 GU7731-Gray with black 31 GU7732-Cocoa brown with black. Ea. \$16.98  
*Tall Misses' 12T, 14T, 16T, 18T, 20T. Order correct size. Shpg. wt. 3 lbs.*  
31 GU7781-Gray with black 31 GU7782-Cocoa brown with black. Ea. \$17.98

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9 to 17



\$16.98  
Sizes  
12 to 20



## Presenting THE "EARLY EVENING" DRESS

VERSATILE DRESS AND BOLERO IN NEW MIRACLE FABRIC . . beautiful blend of Chromspun acetate and nylon with a crisp texture and a soft iridescent sheen. The alluring halter-top dress has a tucked midriff, full-swept 8-gore skirt. The button-up bolero is new short length. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17.

31 G 07733—Dusty aqua blue  
31 G 07735—Black

31 G 07734—Beige  
Order correct size . . . 2 pieces \$16.98

SOPHISTICATED DRESS IN BEAUTIFUL BROCADE . . rich, expensive looking rayon and cotton fabric with a woven self-color design; elegantly simple dress with scallops all around the neckline . .  $\frac{3}{4}$  dolman sleeves, very new and smart in semi-formal fashions. Full-flaring skirt. Glitter buttons, tab trim on sleeves. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes* 12, 14, 16, 18, 20.

31 G 07736—Ivory  
31 G 07738—Light blue

31 G 07737—Mauve pink  
Order correct size . . . . . Each \$16.98

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Hat illustrated  
is sold in this  
catalog . . . see index

## Presenting THE LASTING BEAUTY OF CRISP FAILLE

THE DRAMATIC CONTRAST OF JERSEY AND FAILLE . . . bodice is 100% pure wool jersey; skirt is finely ribbed Chromspun acetate faille that keeps its crispness, its color and its soft sheen. Softly gathered neckline has new tab closing with hand bound buttonholes; smart dolman sleeves. Full-swept skirt flares out prettily over an attached crinoline petticoat of red nylon net. Rhinestone-studded belt buckle and buttons. Dry clean. Shpg. wt. 3 lbs. Only in Misses' sizes 12, 14, 16, 18, 20. Measure; order correct size.

31G U7739—Black . . . \$15.98      31G U7740—Navy blue . . . \$15.98

ONE COSTUME WITH MANY SURPRISING VARIATIONS . . . 3 exciting parts to combine many ways for many different outfits. Princess sheath and dolman sleeve jacket are Chromspun acetate faille that keeps its crispness, color and sheen. Brief white bolero is washable cotton birdseye pique . . . has bow, glitter buttons. Dress has back kick pleat; fabric belt (not shown). Dry clean. Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17.

31G U7742—Black      31G U7743—Navy      31G U7744—Deep brown  
Shipping weight 3 lbs. Order correct size . . . 3-piece outfit \$14.98

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